

CLUB

The National Magazine
For Executives of Town
And Country Clubs

Management

September
1961





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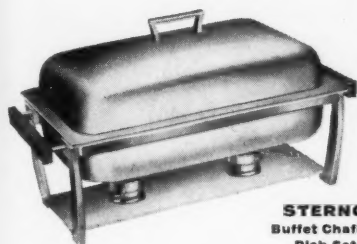
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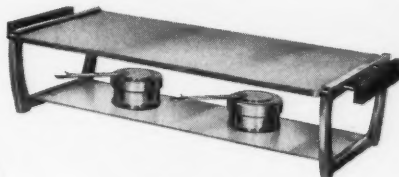
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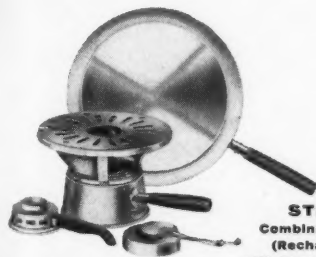
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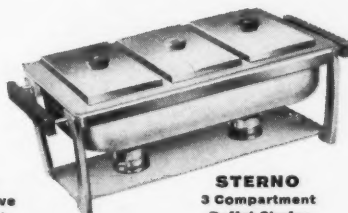
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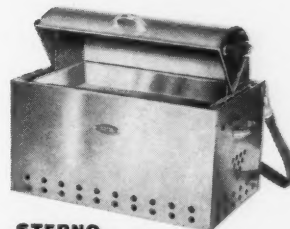
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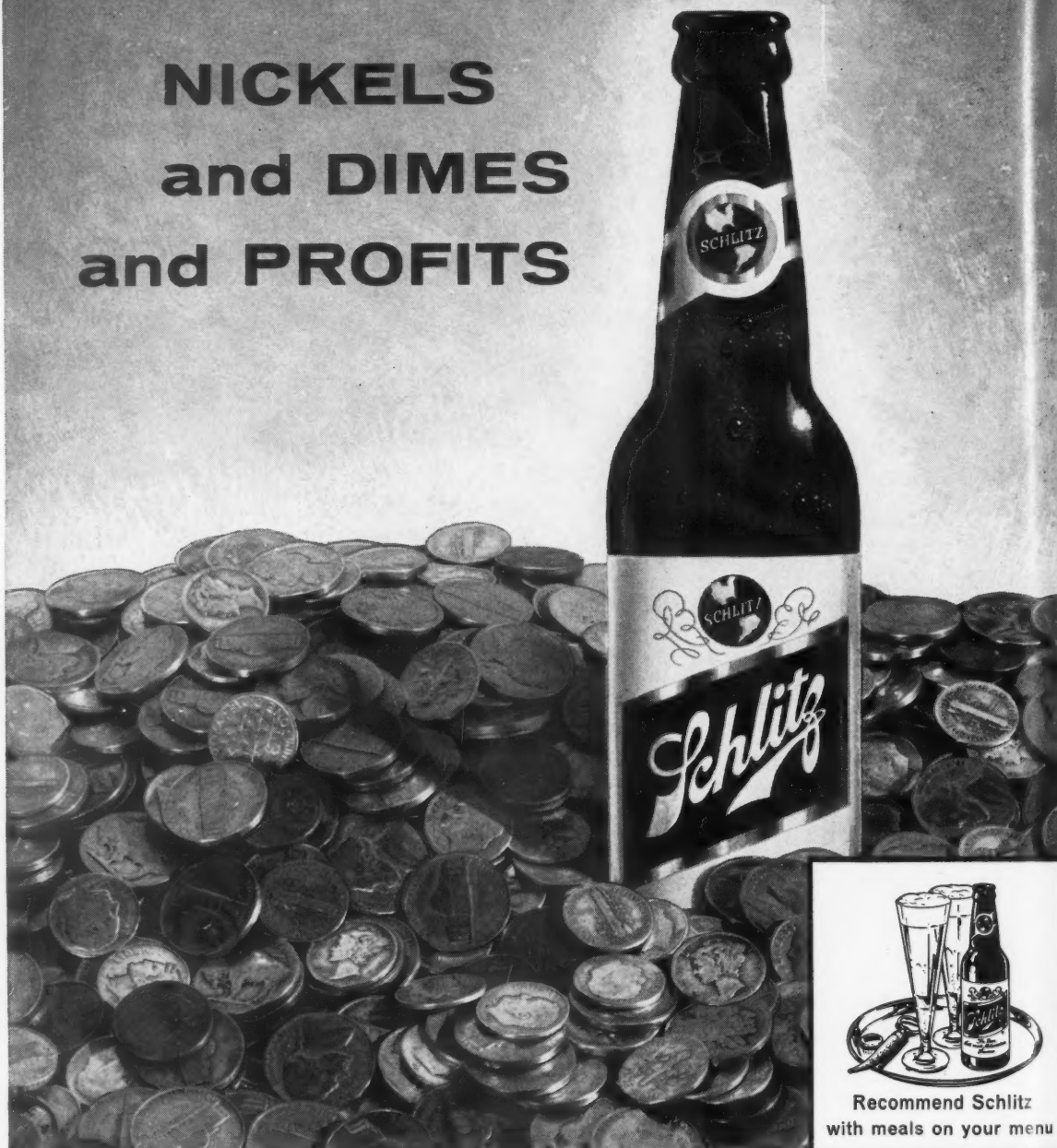
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In This Issue

A host of features on various subjects await the reader in the September issue.

For example, we know you'll be interested in the controversy stirred up by Harry Fawcett's article in the July issue on the coming of automation to the club kitchen. On page 24 of this issue Colonel Henry R. Dutton, long-time club manager, takes exception to Mr. Fawcett's remarks, and on page 25 Mr. Fawcett answers Col. Dutton.

There's another good food article on page 21—this one by Danielle Guillery of the College Women's Club of Milwaukee on preparing true French cuisine from the original recipes.

On pages 22 and 23 is a detailed article on how mechanization can improve bookkeeping efficiency, on pages 26 and 27 Carl J. Engelhardt of the Yale Club in New York tells how his club uses ice in a variety of ways and on page 28 Clark W. Upp of the Country Club of Orlando, Fla., tells about a "Junior Country Club" for his club's teenagers.

Coming Attractions

Next month CLUB MANAGEMENT will present its annual equipment, maintenance and remodeling issue with the latest ideas by managers who have recently had projects at their clubs—with the emphasis on how the changes in decor and equipment benefit the clubs and their members.

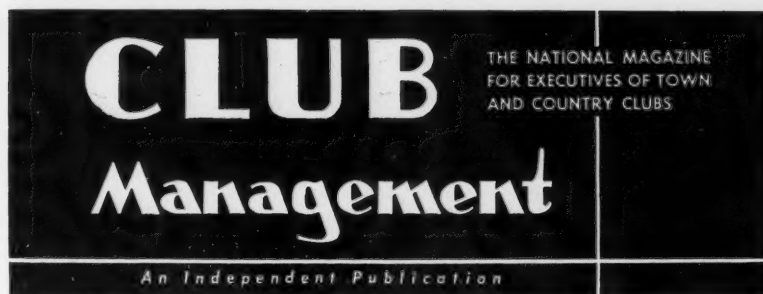
And, in November, we'll present a number of new party ideas—ideas that have worked for other clubs and can work for you!

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A tour of the vast subterranean champagne cellars of Reims, the world-famous vineyards of Bordeaux, and the centuries-old Bols liqueur distillery in Amsterdam are all available to Americans touring Europe under a plan inaugurated by Brown-Forman Distillers Corp., Louisville.

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Managers planning trips to Europe may request the certificates from their travel agents or by writing directly to Dept. CM, Brown-Forman Distillers Corp., Louisville, Ky.



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CONTENTS FOR SEPTEMBER, 1961

VOLUME XL

NO. 9

COVER

3100 Guests for Dinner! Courtesy, Air France

FEATURES

How We Prepare True French Cuisine from the Original Recipes	Danielle Guillery	21
How Mechanized Equipment Improves Our Bookkeeping Efficiency	Joseph M. Wharton	22
How to Cook a Goose—Yours!	Col. Henry R. Dutton	24
What I Said Is True!	Harry Fawcett	25
Using Ice and Plenty of It!	Carl J. Engelhardt	26
A Junior Country Club	Clark W. Upp	28
Kitchen is Heart of Our Food Service Facilities	Laurice T. Hall	30
To Prod Turfgrass, Use an Irrigation System	Ted Woehle	32
Memo on CMAA Conference	William A. Tucker	34
\$9000 Halfway House Offers Complete Service	Sam W. Keath	38
San Francisco Session Launches CMI Summer Workshops		42
CMAA Moves to Curb Campaign Excesses		44
Tips on Pool Winterizing	William Berens	70
Imagination Gives Sparkle to European Food Service	Leonard L. Pfaelzer	75
Newest Designs in Clubs	Bird Key Yacht Club	80

DEPARTMENTS

Trumping the Clubs	8	Wine Pressings—Henry Barbour	61
Food Topics—Harry Fawcett	36	Federal Tax Calendar	64
Bulletin of the CMAA	40	Let's Compare Menus	65
News of the Chapters	46	Book Review	69
Timely Tips	58	Names in the News	78
Index of Advertisers	79		



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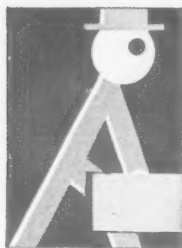
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TRUMPING THE CLUBS

Edward Lyon, executive secretary of the CMAA, who constantly urges club managers to attend the CMI workshops, is practicing what he preaches. From July 30 to August 5 Mr. Lyon attended his own association's (Society for Association Executives) executive workshop for organization management at Syracuse (N. Y.) University.

The workshop was five full days and evenings with an examination on Saturday morning. This was Mr. Lyon's third year and he has graduated from the Fundamentals course. The next three years will be devoted to the Advanced course, with Academy work following that.

Jerry Egan has been appointed manager of the Stockton (Calif.) Golf and Country Club, replacing John Whitney who was manager of the club for the past six and a half years.

Mr. Egan, who has been employed by a national wholesale food distributor in Stockton, formerly managed Greenbriar Hills Country Club, St. Louis, for 18 months and before that managed the officers' club at Scott Air Force Base, Ill., for four years.

A native of New York, Mr. Egan spent four years (1950 to 1954) in the supply section of the Air Force. He and his wife, Evelyn, are parents of a four-and-a-half-year-old daughter, Terry.

Richard F. Bubb became manager of the Peachtree Golf Club, Atlanta, Ga., April 1, succeeding Basil E. Evans, who had retired after eight years as manager of the club and died April 8.

Mr Bubb had retired from the U. S. Army after 20 years of active service. He managed officers clubs and hotels in Japan, Europe and the U. S. for ten years of that time.

Benjamin B. Speidel, 54, of Harper Oaks, Fla., died June 6 of a heart attack. Mr. Speidel was manager of Star-mountain Country Club, Greensboro, N. C., for five years, then in 1958 became manager of the Greensboro Country Club. In 1959 he opened the Speidel Hotel, Daytona Beach, Fla.,

and later worked with a Howard Johnson Restaurant.

Mr. Speidel also had operated clubs in Kings Mountain and Rocky Mount, N. C.

Pine Lakes Country Club, Myrtle Beach, S.C., which recently has undergone a \$350,000 remodeling and expansion program under the supervision of Colonel Henry R. Dutton, boasts the latest in automatic telephone service, engineered and tailored to fit the club needs by the General Telephone Co., of the Southeast.

Special wiring and telephone outlets have been installed throughout the club area. For example, outlets have been located conveniently in the dining rooms, enabling members to make or receive calls without leaving their table; and they can call from their table to another table in the dining area. For members not wishing to interrupt their sun bathing, pool side color phones have been installed.

Local and long distance dialing is automatic and special circuits are used for long distance calls so the operator knows immediately that the call is coming from the club. Thus, when the call is completed the operator calls the club office and provides the time and charges involved.

Charles W. Oberleitner, unit sales manager for General Telephone Co., and Edward H. Jared, district Commercial manager, explain the operations of the automatic telephone service at the Pine Lakes Country Club, Myrtle Beach, S. C., to Col. Henry Dutton, under whose direction a recent remodeling program was completed.



CLUB MANAGEMENT: SEPTEMBER, 1961



Claus Andersen

Claus Andersen reports that he has returned to the club field, having taken over management of the new Albuquerque (N. M.) Petroleum Club, located on the 14th floor of the New Mexico Bank Building.

Mr. Andersen formerly was manager of Lumar's Delicatessen and Restaurant, Midland, Tex., for three years and prior to that of the Colonial Country Club, Fort Worth; San Antonio (Tex.) Country Club; and the Petroleum Club, New Orleans. Before entering the club field, Mr. Andersen was chief steward with the Mississippi Steamship Lines.

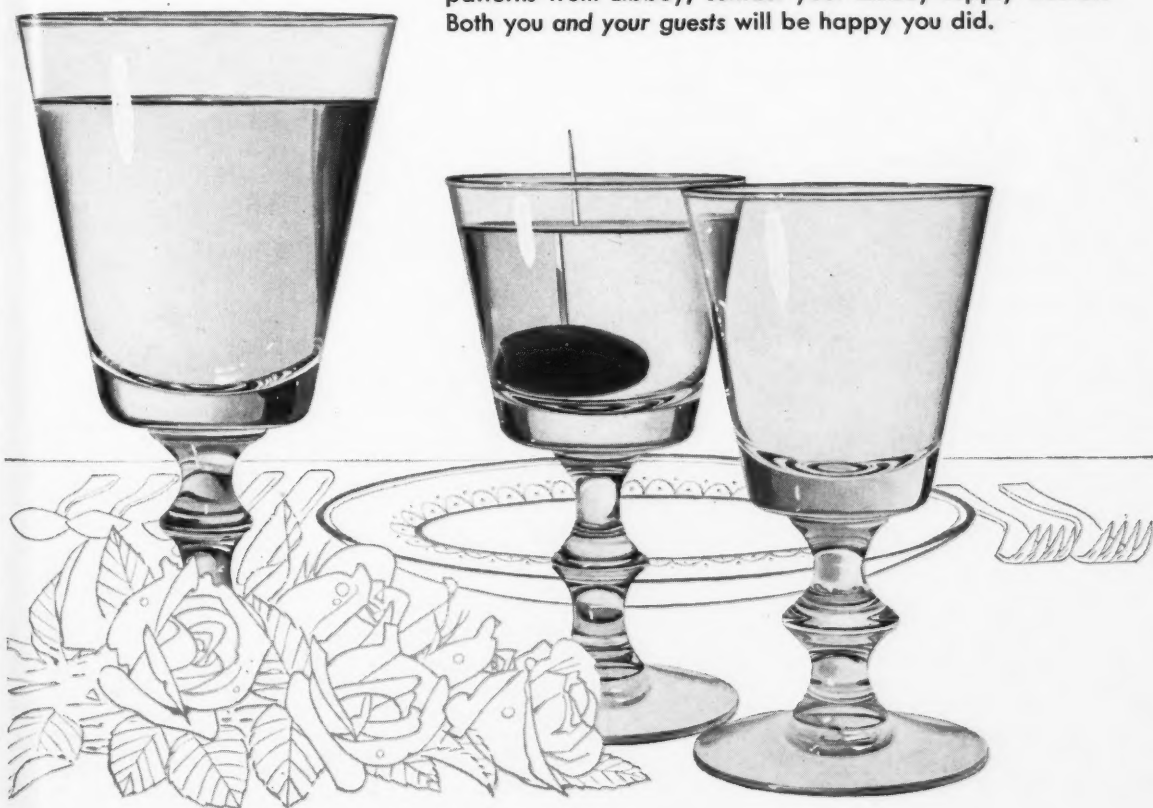
Grayson Cleaton, formerly manager of Frys Spring Beach Club, Charlottesville, Va., has taken over the management of the six-month-old Rebel Club, Richmond, Va. He succeeds Pat Kam

Have you taken a guest-eye view of your table lately?

An attractive table-setting is a prerequisite to serving fine food. It enhances the meal—adds a warm feeling of good taste to the occasion.

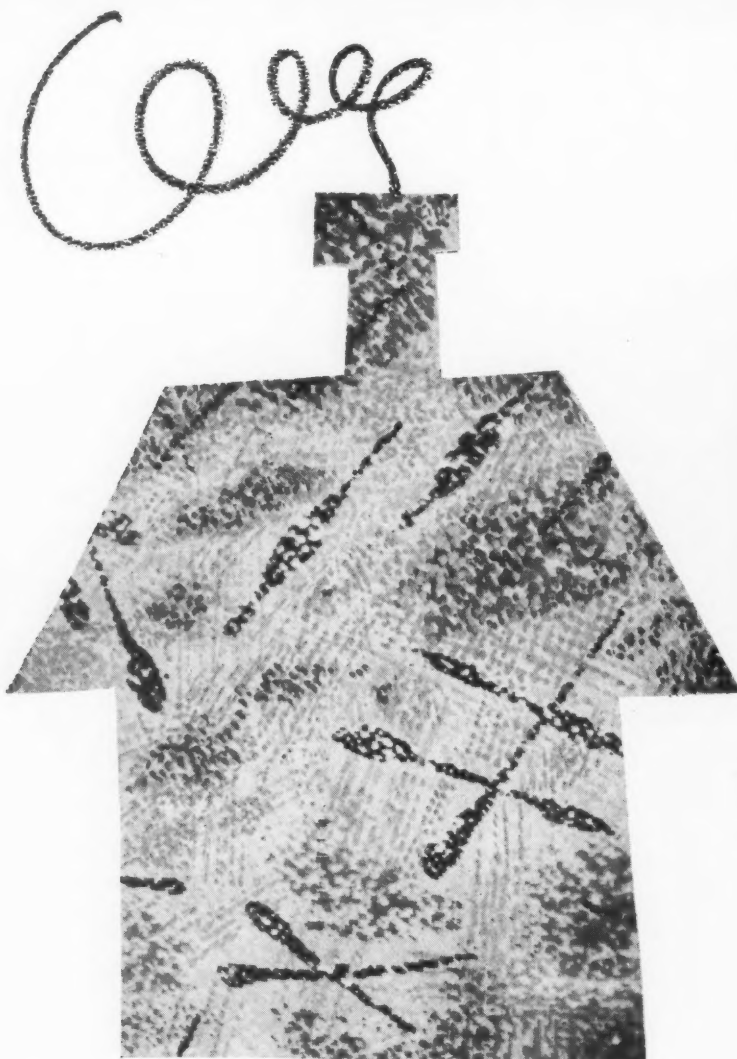
Quality glassware, like Libbey's "Montclair," belongs in your table-setting. It is graceful, distinguished stemware which makes dining a pleasure to the eye as well as the palate. Montclair is available in cordials, sherbet-champagnes, cocktails, wines and goblets. They all carry the famous Libbey guarantee: "A new glass if the rim of a Libbey 'Safedge' glass ever chips."

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who has gone into his own restaurant business.

Mr. Cleaton has more than 15 years' experience in club, hotel and restaurant work including an eight-year period as steward of the Commonwealth Club, Richmond.

The new club has 500 members and has plans for expansion under consideration.



Lloyd J. Lemmon

Lloyd J. Lemmon, who has been in the club field for 30 years, has been named manager of the University Club, Los Angeles.

Mr. Lemmon formerly was general manager of the Vandenberg Hotel, Santa Maria, Calif., and of the Allen Center Officers Club, U. S. Naval Base, Long Beach, Calif. He also has been associated with the Beverly Hills (Calif.) Club and the Beverly Hills Hotel and is a member of CMAA.

Dave Fleming, former sports editor of the Parkersburg (W. Va.) *Sentinel*, has been named manager of the Parkersburg Country Club. Mr. Fleming for the past five years has been manager of the Press Club of Charleston, W. Va.

He has also managed the Coliseum Ballroom in Parkersburg and was assistant manager of the Lake Breeze Hotel, Buckeye Lake, W. Va. Mr. Fleming is married and has two sons.

The Carlouel Yacht Club, Clearwater, Fla., was damaged by fire July 22, with loss estimated at between \$100,000 and \$200,000, depending on the extent of roof damage. A. W. Calef, is manager of the club.

The cocktail lounge, main dining room, office, lobby, foyer and meeting room of the 26-year-old frame structure were damaged extensively by fire, smoke and water. There were 29 pri-

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THE HANDSOME DINING ROOM OF THE SKY ISLAND CLUB, ROOSEVELT FIELD, L. I.



LEFT: Hon. Leonard W. Hall, President, former Congressman and National Chairman of the Republican Party
RIGHT: Elliott Murphy, Managing Director

PRESIDENT AND MANAGING DIRECTOR AGREE: "DOW JONES *Instant News* SERVICE HAS QUICKLY BECOME A VALUED 'PLUS' FOR MEMBERS OF THE SKY ISLAND CLUB."

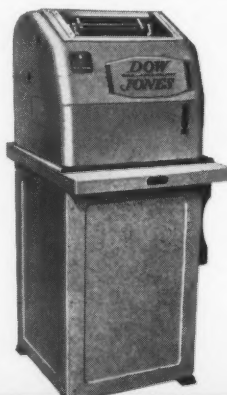
ONLY three years old, the Sky Island Club at Roosevelt Field, in Garden City, Long Island, has a membership of over 300 top Long Island executives. Long Island's only Executive Luncheon Club, the Sky Island has attracted many of the leading names in the area's burgeoning Aviation, Electronics and Financial Industries.

The Sky Island Club is the most recent addition to the roster of fine clubs that offer Dow Jones *Instant News* Service. The broad tape news ticker (one type of which is pictured here) instantaneously delivers up to the minute, accurate and complete business and financial news . . . a service that is appreciated by club members and their guests. Modest in cost, it is the kind of thoughtful service that not only "speaks" well to present and prospective members, but speaks well of the club that offers it. Write for complete details on how you can offer this distinctive service.

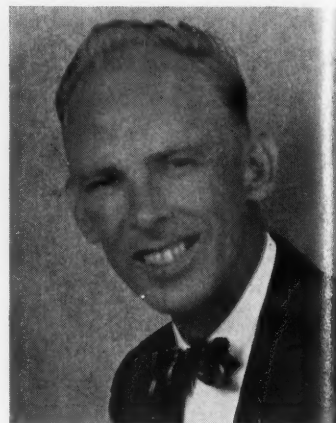
The kind of "extra" that distinguishes the distinguished club.

DOW JONES *Instant News* SERVICE

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New York Chicago 6 Cleveland 14 San Francisco 19



vate cabanas undamaged. It was undetermined whether the fire originated in a faulty electrical circuit or from a mislaid cigarette. Reconstruction was scheduled to begin immediately.



Jack J. Rosemond

Jack J. Rosemond, manager of the Valdosta (Ga.) Country Club, won the Sapphire Valley Annual Invitational Championship which was held June 29-July 1. His score for the 54 holes was 216 strokes, two strokes better than the entire field.

Mr. Rosemond reported that the tournament attracted players from North Carolina, South Carolina, Georgia, Florida and New Jersey. He is expecting to participate in the CMAA tournament scheduled to be held before the Miami conference in February, 1962.

Joseph Herkowski, 52-year-old manager of the Town Club, Milwaukee, who is celebrating his 25th year at the club, was featured recently in an article in the Milwaukee *Sentinel*.

In 1919 he started out shagging tennis balls at the Town Club for five cents a set. In 1924 he became a part-time employee, then in 1936 full-time bartender, chef and maintenance man. In 1951 he was appointed manager. In his years at the club Mr. Herkowski recalls being disciplinarian, confidant and tutor to several generations of children, some of whom now are members of his board of directors.

Donald Swenson has been appointed manager of the Essex Fells (N. J.) Country Club, succeeding Charles O'Keefe.

Mr. Swenson, who was graduated from the Cornell University hotel

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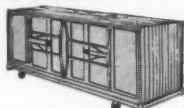
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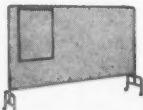
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school, has managed the Dartmouth and Cornell Clubs, New York City, and the Faculty Club, Columbia University. He was associated with the Knott Hotel chain for 13 years and with other food organizations.



M. C. "Pat" Brennan

Old Warson Country Club, St. Louis, where M. C. "Pat" Brennan is manager, was host for the fifth annual International Carling Cup Golf Matches, held June 20, with proceeds going to the St. Louis Children's Hospital.

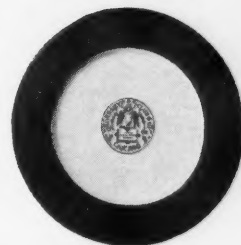
The tournament is a major golf event featuring both pros and amateurs from the U. S. and Canada. U. S. pros who were scheduled to play in the event were Dow Finsterwald, Julius "Jay" Boros, Paul Harney and Ernie Vossler.

Edward "Skip" Mucci, general manager of the Buffalo (N. Y.) Trap and Field Club, and his board of directors, recently sent out a crew of workmen from the club to complete a painting job which Mrs. Dorothy Anderson, a young handicapped widow, had started on her home. Mrs. Anderson's husband, Charles "Ted," worked briefly as a cook at the club before he died of cancer not long ago.

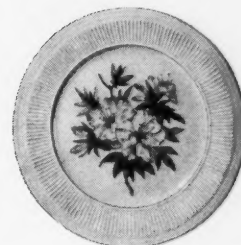
Mrs. Anderson, who has two children, is a victim of arthritis and has an artificial hip. Mr. Mucci assigned the crew after reading in the newspaper that she was doing the work alone.

R. W. Meredith was appointed manager of the new Western Hills Country Club, Amarillo, Tex., which was scheduled to open the middle of June.

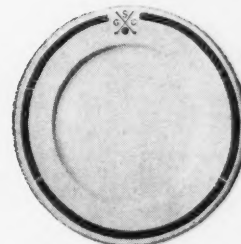
Mr. Meredith formerly was maitre d'hotel at The Top of the Park, Park Lane Hotel, and the Profile Room, a French restaurant, both in Denver. He



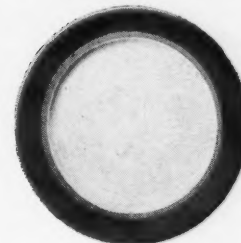
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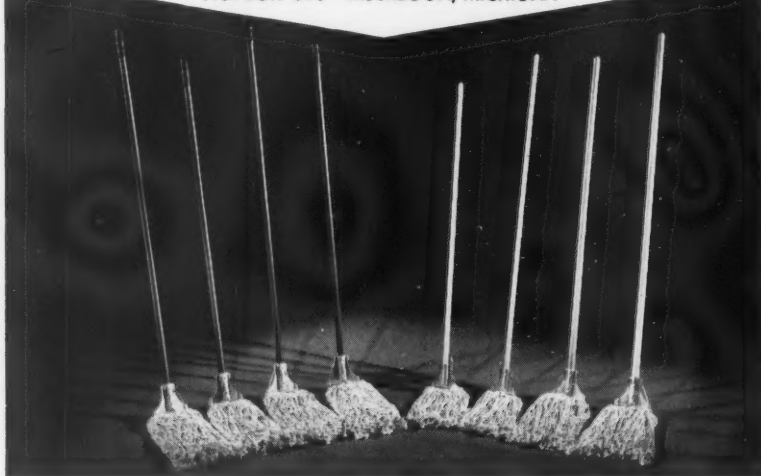
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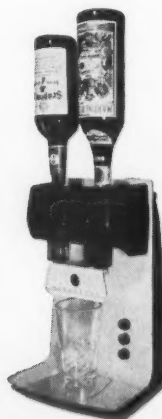
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also has managed several clubs in Texas and was in show business for three years as a singer, dancer and master of ceremonies.

Jerry R. Caldwell, manager of the Quail Creek Golf and Country Club, Oklahoma City, has sent us a brochure on the new club which is scheduled to open about the first of November.

The two-floor contemporary clubhouse overlooks an 18-hole golf course. Other facilities include tennis courts and Olympic swimming pool. Mr. Caldwell for many years managed the Country Club of Birmingham, Ala., before going to Quail Creek.

Mrs. Marjorie Ramsey has assumed duties as manager of the Big Spring Country Club, Big Springs, Tex., where she formerly was a resident.

Mrs. Ramsey has management experience, having been associated with a club in Ozone, Tex.; the Cosden Country Club, Big Springs; Midland (Tex.) Woman's Club; and Ranchland Hills Country Club, Midland.

John R. Haskett, manager of the Meshingomesia Country Club, Marion, Ind., since 1959, became manager of the Niagara Falls (N. Y.) Country Club July 1. He succeeds Joseph Brem, who left the club April 1 to become manager of the Oak Hill Country Club, Rochester, N. Y.

Mr. Haskett was graduated from Michigan State University in 1957 and since then has been assistant manager of Pine Lake Country Club, Orchard Lake, Mich., and manager of the Farmington (Mich.) Country Club.

Edward P. Voegeli, manager of the Noonday Club, St. Louis, left on July 29 for Switzerland where he spent the month of August.

Flying both ways by jet, Mr. Voegeli reported that he was met at the airport in Zurich by his seven brothers and five sisters, who devoted their time to entertaining him and showing him the sights.

Maurice Taylor, formerly manager of the Kawartha Golf and Country Club, Peterborough, Ontario, Canada, recently accepted a position as man-

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(as porcelain does)

(as paint does)



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3. **SAVE HEAT.** Aluminized steel linings reflect back as much as 80% of the radiant heat they receive, reduce heat loss, get more "cooking power" out of

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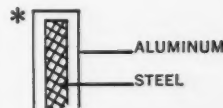
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ager of the Chicken Coop and Indian Room, Montreal, Quebec, a restaurant known for fine cuisine. Mr. Taylor also has been manager of the Massena (N. Y.) Country Club.

Don Alsobrook, formerly assistant manager of the Medinah (Ill.) Country Club, who became manager of the Glendale (Ill.) Country Club last September, has played a major role in an extensive remodeling program of the club, according to a report in the *Ad-dison (Ill.) Register*.

Under his supervision the Glendale Country Club has undergone renovation of the kitchen facilities, a newly-constructed pro shop and 50 golf cars have been added.

The Multnomah Athletic Club, Portland, Ore., where Verne Perry is the manager, was the site of the annual meeting of the National Association of Club Athletic Directors, August 28-30.

Hap Hahn, Milwaukee Athletic Club, is the president of the national organization; vice president is Bob Johanne-sen, assistant manager and athletic di-rector of Multnomah Athletic Club; and secretary-treasurer is Sheldon Coombs of the Minneapolis Athletic Club.

Franz Bauer, formerly associated with the Gull Lake Country Club, Kal-amazoo, Mich., has become manager of the Quincy (Ill.) Country Club.

Albert B. Durell, manager of Meta-comet Country Club, East Providence, R. I., died recently according to a re-port from the CMAA office.

Ronald L. Withers has been named manager of the Springfield (Va.) Golf and Country Club. Mr. Withers has had previous managerial experience with Fenbrook Bath and Racquet Club and Forest Lake Country Club.

Thomas E. Schneider has been ap-pointed manager of Westborough Country Club, St. Louis, and assumed his new duties on August 1. For the past two years he had been assistant manager at Norwood Hills Country Club, St. Louis, under Manager Paul Lampe.

Mr. Schneider's previous club ex-perience includes the Riverside (Ill.) Country Club, where he worked prior

(Continued on page 36)

GIN NEWS

IN LONDON retail price of Booth's High & Dry Gin is 35 shillings, 6 pence—about \$5.01 at current rate of exchange. That's for 4/5 quart, 80 proof.

IN NEW YORK retail price for 4/5 quart, 90 proof, is \$4.32. Prices elsewhere in U.S.A. higher or lower depending on local taxes. Clubs of course get club prices everywhere.



It is good to know that when you buy Booth's High & Dry Gin in the United States you are getting gin made according to the same formula as the Booth's High & Dry purveyed in Britain. It is the only gin distilled in U. S. A. under the supervision of famous Booth's Distilleries, Ltd., London, England.

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"Grading-up" is the food-service art of creating extra values in the foods you serve. It's purpose is to increase both eye- and appetite-appeal. This is something that's easily done with Kraft Ribbon Slices.

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Actually, there's more efficiency, as well as economy, in using Kraft Ribbon Slices. You save labor-time. You always get perfect slices, not slivers. And there are no broken pieces or dried-out edges. Order Ribbon Slices on your Kraftman's next call.

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Kraft Pickles please patrons because they are crisp and firm with the characteristic true taste of each specific variety—dills, sweets or sours, fresh-packed or processed.

Kraft pickles will also please your menu-planner because they are of uniform size. Knowing the count per pack, you can accurately estimate your requirements and figure your cost per serving.

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WHOLE DILL



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Paris—La Tour d'Argent, Maxim's Laperouse—these are names with prestige and names which evoke mental pictures of French cuisine.

Canard au sang, poulet demideuil and other specialties are the classics of French cuisine, demanding intricate preparation.

However, there are many people in France who have never tasted delicate filet de sole a la Joinville or tournedos Perigueux" (foie gras and truffles). Nevertheless, they have an innate appreciation of fine cuisine, and recipes in many French families are handed down from one generation to another, sometimes by word of mouth.

In the years that I have been manager at the College Women's Club of Milwaukee, serving women primarily (although we welcome men who come as guests), I have found that food served with a "flair" means it must be of good quality, well prepared and tastefully presented.

French cookery, as it sometimes has been served me since I have been in America is startling, because it is so different from the genuine French dishes. At the club I have tried to serve dishes from the basic recipes.

Onion soup, for instance, prepared as I was taught at home and as a student at the Ecole Hoteliere in Grenoble, is a favorite here. I use the French touch of browned chopped onions (no meat stock), boiling water, slices of French or Italian bread and Swiss cheese. The soup is served sizzling hot from the broiler to the table.

Onion Soup: (Two variations)

For 12 servings

- 1 1/2 cup chopped onions
- 1/6 pound of butter
- 3/4 pound grated Swiss cheese
- Salt and pepper to taste
- 2 quarts water
- thin slices of French or Italian bread

In warm butter saute the onions until dark gold, add boiling water. Boil for 10 minutes. In small individual casserole put a few slices of bread, a layer of cheese and more slices of bread; pour the boiling liquid over; sprinkle generously with cheese and put under the broiler until there is a gold crust. Then serve. This can be a special for men at a "stag" party, or after a hunting trip.

Cream of onions

Same procedure as above until onions are brown, add three tablespoonful of flour; pour the boiling water over, strain and let cook 20 minutes. At the time of serving add hot heavy cream. Croutons are optional.

Leek potage and its variation, michyssoise, shares honors with the onion soup.

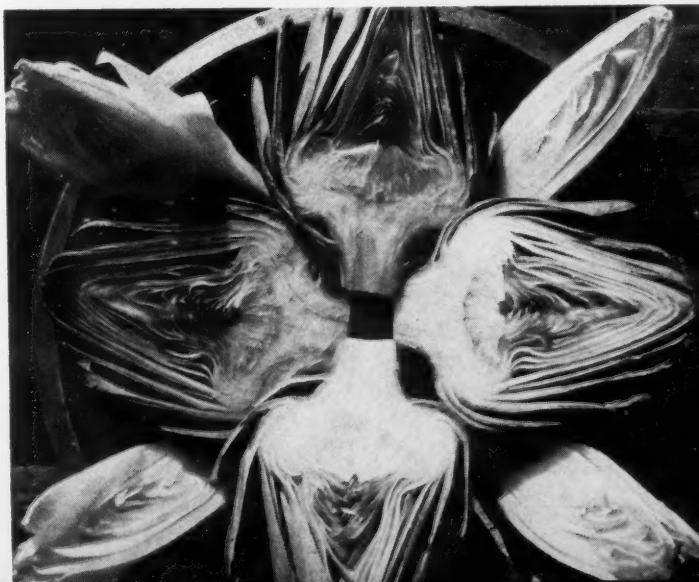
The quiche (keesh) Lorraine, high on the request list at the club, is another basic dish in the tradition of the Lorraine region. A hot cheese flan can be made in varying sizes depending on

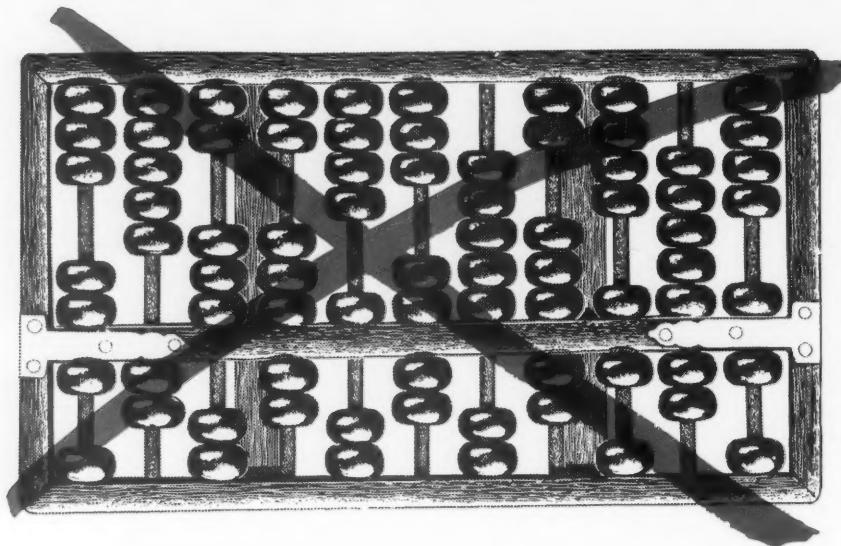
(Continued on page 77)



How We Prepare True French Cuisine From the Original Recipes

*By Danielle Guillery
College Women's Club
of Milwaukee*





How Mechanized Equipment Improves Our Bookkeeping Efficiency

*By Joseph M. Wharton
Assistant Secretary-Treasurer and Comptroller
The Country Club of Virginia
Richmond*

A highly versatile bookkeeping machine has helped our club eliminate a great deal of manual record-keeping and has substantially increased the efficiency of accounting personnel.

The equipment, a Class 31 bookkeeping machine manufactured by National Cash Register people, handles the following jobs: it records all member charges and payments; keeps track of disbursements to club suppliers; prepares a weekly payroll involving between 100 and 350 employees; and also

makes all of the club's general ledger entries.

One of the most valuable features of the mechanized system is that it makes tight control over every step of the bookkeeping operation extremely easy to maintain. We eliminate completely many sources of error, and obtain a way of locating other errors easily.

Tickets covering greens fees, food and beverage purchases, and other charges incurred by club members are delivered to our accounting office daily.

First step in the bookkeeping operation is to tally them and verify the totals against an accompanying cash register tape or daily activity report. Once this is done, and the figures balance, we know that the "input" for the machine operation is accurate.

Member charges are posted to two sets of records. One is our general ledger, which lists the daily income and expense totals of each club department—the golf shop, cafe, Terrace Room (dining room), and so on. The other

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is our accounts receivable ledger which shows each member's account history.

Before posting these ledgers we make up a "daily settlement sheet." On the credit side of this form, we enter the verified totals mentioned above, which show the sales and other credits accumulated by each of the club's service departments during the preceding day. Then, the charge slips are arranged alphabetically by member's last name and segregated into six groups (A-C, D-F, etc.). An adding machine tape of the slips in each group is prepared, and the totals are recorded on the debit side of the settlement sheet. Afterward, each charge slip is filed in front of the member's accounts receivable ledger card.

Payments the club receives from its members are processed in much the same fashion, using the "31" machine. Remittances are first arranged alphabetically into six groups, each group is tallied, and the resulting batch totals are posted to the settlement sheet. Next, the grand total of the day's receipts is entered.

The NCR unit has an alpha-numeric keyboard which provides a way of identifying each remittance by name of member on the tally tape. The list, a frequently consulted source of reference information, goes into file, while the tape becomes part of our daily bank deposit. Payment memos are filed and are posted when statements are prepared.

Our accounts receivable ledger is arranged in six alphabetical groups. For each ledger grouping there is a "cycle control card," essentially a summary showing total charges, total payments, and the resulting balances outstanding, for all of the individual accounts within the group.

After the charges for a given day have been posted to the settlement sheet, we take the six totals from the form and post them to the corresponding cycle controls. The six receipt totals, meanwhile, are posted as credits to these cycle controls. Next, the charge totals on the right side of the settlement sheet, and the grand total of receipts on the left side, are posted to the appropriate general ledger control account.

The final major step in our receivables accounting procedure is to send each member his statement. Thanks to the way the preceding operations are set up, we are able to verify the accuracy of our statements quite easily.

Breaking down our accounts receivable ledger into groups, and using control sheets for each, produces important benefits. For one thing, we are able to bill on a cycle basis. We prepare statements for one group of accounts every other day for 12 days, beginning

Dues and Locker Rent

To make sure the dues and locker rent charges are accurate, we use the following procedure:

In our accounting office is a vertical card file which gives an up-to-the-minute rundown on each member's dues category and billing group. The club has a number of different membership categories, with different dues for each, and there are frequent changes from one to the other, which is why the file is necessary.

Just before the billing operation begins, we prepare a report showing the number of members, and the total dues chargeable, by category. This report also lists the total amount of locker rent to be assessed against each membership category.

The bookkeeper who prepares the statements picks up each dues charge and locker fee (if any) off the member's ledger record. When statements for a given group of accounts are completed, the NCR machine produces a batch total of dues and rents which is then verified against the report made up from the vertical file.

—J. M. Wharton

on the 20th of the month. Under this arrangement, our bookkeeping staff does not fall behind in other work. Even though the billing is spread out over 12 days, we are able to verify and mail statements made up on a particular day immediately.

Another advantage of grouping accounts is that mistakes are automatically pinned down to a given batch of records and related media, which simplifies the tracing job if an error appears.

Besides handling accounts receivable, the machine also processes our accounts payable and payroll. It records disbursements in a continuous operation on a multitude of general ledger cards, proves the accuracy of each entry automatically, updates cumulative totals, and makes out checks and voucher stubs to vendors.

In our payroll work the machine prepares quarterly summaries of payroll taxes for the government as well as annual summaries for both the government and our employees. Batch and grand totals automatically show whether a particular bookkeeping operation has been performed accurately, and if not, where the trouble is.

Our present bookkeeping system, which has been in service about five years, has cut many dozens of man-hours per month off our workload, despite a substantial increase in membership and in the number of individual charges.

The saving in bookkeeping time and labor produced by the machine in the five years it has been working for us has been more than enough to repay its initial cost. The increased accuracy and efficiency we have gained have helped in an important way to promote a close and friendly relationship between the management of our club and its members. ■ ■

CCV uses this highly versatile NCR Class 31 bookkeeping machine for its entire bookkeeping operation—accounts receivable, accounts payable, payroll, and general ledger posting. Machine has produced substantial increase in efficiency by eliminating need to post individual member charges on a daily basis.



Is the 'Golden Age' Slightly Tarnished?

How to Cook a Goose--Yours!

By Colonel Henry R. Dutton
Management Consultant
Pine Lakes Country Club
Myrtle Beach, N. C.

It was a year ago in the July issue of CLUB MANAGEMENT that I was accorded the privilege of doing a piece which one of the editors very aptly titled "The Creeping Decline of American Cuisine." What I wrote was born of indignation since I had read in a hotel publication that a group of so-called experts had met at Michigan State University and discussed the restaurant of tomorrow. I was shocked by the professorial prophecies concerning mechanized kitchens and the use of precooked frozen foods. What they advocated were kitchenless restaurants or chefless kitchens.

That my remarks found favor with others concerned with the future of our clubs was manifest by requests to reprint them by *The Culinary Review*, the chefs' national magazine; *The Culinarian*, published by the Chefs Association of the Pacific Coast; and the official publication of the Chefs Association of Texas. Now on the anniversary of my rejection of what came out of the Michigan State symposium, I find in the pages of CLUB MANAGEMENT a treatise called "The Golden Age for the Restaurant Man." Despite my high personal regard for the author, my many years of dedication to the achievement of perfection in the preparation and service of food causes me to rebel at the premise set forth therein.

Actually the golden age has come and gone. It reached its height in the

late nineties and early nineteen hundreds when dining was an important facet of gracious living. With the advent of mass production, the daily rat race of business competition, chain restaurant operations, and the increasing tempo of living, it has all but died.

But before getting at the meat of what I have to say, I would like to digress a moment and take issue with a statement to the effect that steaks and chops and other items char broiled electrically are superior to those broiled over charcoal. This is contrary to both gastronomic and scientific facts.

I will admit that charcoal actually has little effect on the flavor of items cooked over it. You can just as well use hickory logs or hard coal, as long as you apply fuel from beneath. What actually happens with this type of broiling is that you sear the underside of the meat first, then turn it over and sear the other side. This seals in the flavorful juices, whereas with overhead broiling the top of the meat is seared but the underside, not having had this treatment first, permits a large portion of the juices to escape and flavor is lost.

I hold no brief for either the gas equipment manufacturers or those who produce electrical equipment, but I will say that the closest substitute to charcoal broiling is that provided by the char broiler, operated by gas, where the flame is applied from below. Overhead broilers or salamanders are,

of course, a necessity in the kitchen and these can be either gas or electric since they are used largely for glazing or gratinating where the food item is placed on a pan or in some other container.

Mr. Fawcett is a man of high reputation and of considerable knowledge in the field of gastronomy, and I am sure that his great success was arrived at by providing his members with traditional authentic food and the ultimate in tableside service, which is so essential as a compliment to the chef's art. I am therefore surprised to find him joining the ranks of those who would mechanize the restaurant industry.

As I pointed out last year, packaged precooked foods undoubtedly will prove a boon for institutional feeding. They will be fine for inmates of penitentiaries, workers in large industrial plants, patients in hospitals and students in our schools and colleges. But a club

Editor's Note

In our July issue we presented an article by Harry Fawcett entitled "The Golden Age for the Restaurant Man." Colonel Dutton has, here, taken exception to some of Mr. Fawcett's statements; Mr. Fawcett, in turn, defends the things he said.

in my book, is not an institution. It is my belief that although members may join country clubs for golf, and athletic clubs for physical conditioning, the majority of clubs, these included, are patronized by those who want the kind of food they can't get in the basement restaurant of the office building in which they toil or at the quick lunch or cafeteria down the street.

I believe, also, that when you place club restaurants in the same category as public places, using precooked products, there no longer will be any need for clubs since there will be no members. It is my conviction that the majority of those who join clubs do so for exclusiveness, for atmosphere and, chiefly, because they get better food and better service than can be obtained in most restaurants.

Mr. Fawcett tried to make a point for strawberry shortcake, which he says was made with prepared "cup shells," but then he hastens in contradiction to say that, of course, the resultant dish was not as good as that he served at his club.

Of course it wasn't, because the club shortcake was custom-made by skilled craftsmen, following a time-honored recipe.

The basic requirements for a superlative cuisine are, first, top quality ingredients; second, the recipe; and, finally, the highly-skilled craftsmanship of the chef. Adopting mass-produced, packaged food denies the user the selection of the raw materials, the method of preparation and supervision of the cooking process.

Coq au vin, beef stroganoff, scallopine of veal and lobster Newburg are, after all, simply names. Yet, set before the diner they can be as different as the Rambler and the Rolls Royce, depending on the selection of their ingredients, methods of preparation used and the skill, pride and knowledge of the maker.

In other words, by using mass-produced foods you surrender the means of creating the distinctive. And it is this distinction, gained by creating something different and superior, that builds culinary reputation as it does any other endeavor.

One has the choice to conform or excel—the former results in mediocrity—a word which should have no place in the club manager's lexicon.

I have little patience with the school of thought that will foist second-best on the diner because it involves less work and can be put on the table a few cents cheaper.

I am for progress, when it enhances, makes for improvement of the product. I am opposed to substitution, shortcuts and the use of synthetics which

What I Said Is True!

By Harry Fawcett

General Manager

The Kansas City Club

Kansas City, Missouri

Had Colonel Henry Dutton read all of my articles in CLUB MANAGEMENT, he could not have failed to note I have contended (with the hope of leaving an impression) that there always will be clubs, there always will be restaurants in hotels and otherwise which will cater to an exacting clientele demanding only the best in food and service.

On the other hand, and make no mistake about this, thousands of small clubs, daily fee golf courses, swimming pools and similar recreational facilities will find their restaurant problems solved by using commissary-prepared food, and many of them will dispense that food from vending machines. This is just as much in the picture of the future as was the transition from prop aircraft to jets. The only thing which has delayed the transition in our industry has been the absence of central commissaries, some of which already are here and others being built.

One of my articles, as I now recall it, said, "I do not see that this would apply to your club or mine."

At various times in my career I have rejected, just as Colonel Dutton does now, an idea which later proved to be an evolution. I later accepted these ideas, subscribed to them and advocate them for others.

I can well remember when frozen prepared foods first were offered to

the public in Chicago by the operator of a restaurant not far from the club which I was operating then. How quickly I decried the idea! I could see nothing but ptomaine in the future for those who relied on such products. I think anyone today would admit that one of the greatest contributions made to the American table has been the evolution of that idea, and that if we are one of the best-fed nations of the world, the frozen foods industry has contributed more than anything else to that end.

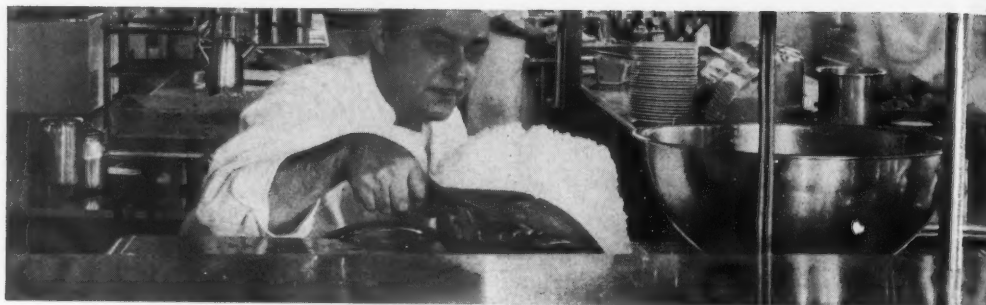
I can remember when the Radarange first was offered. Like others I scoffed at it only to change my mind and accept this as a great contribution to the restaurant industry.

As for charkell, I am not at all hesitant in repeating the fact that I found out 35 years ago that electric broiling produced a better lamb chop or steak than any charcoal broiler in existence. The clientele to which I catered then was one of the highest in America. Their approval was all I needed to bolster my opinion.

There certainly is nothing wrong with anyone in the industry holding opinions contrary to those I express, but the man who refuses to accept the advances unfolded each day in our industry may well find himself in the precarious position of the farmer who beheld the giraffe for the first time and exclaimed, "There ain't no such animal." ■ ■

(Continued on page 57)

Using Ice...



...and Plenty of It!

By Carl J. Engelhardt
Manager
Yale Club
New York



Perhaps it is almost too basic to point out that hot foods should be served hot and cold foods cold, but unfortunately the fact remains that this is a reminder that must be pounded home day in and day out to most everyone connected with the preparation and service of fine foods.

The development and refinement of automatic ice machines has helped solve the cold-food problem to a great extent because today almost any club located in any area can have an unlimited supply of ice on hand at all times. You'll find a machine for every

purpose, from those which make only solid, cube ice, to those which make both cubes and flake ice, to those which make flake or crushed ice only.

As is the case with every food service establishment serving top quality cuisine, we use crushed ice copiously. In serving, in season, the succulent bivalves for which the Eastern Seaboard is supposed to be famous. I'm sure that without the bed of sparkling ice on which the oysters rest, plus the glass with its blood red cocktail sauce and garniture of contrasting yellow lemon quarter and fresh green sprig of pars-

Photos, courtesy Scotsman Ice Machines

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ley, this dish would not be half as popular as it is . . . nor could we get \$1.10 for it.

Crushed ice helps us sell the old reliable fruit supreme, as it does our cold vichyssoise. The latter we serve imbedded in ice. Then, too, a sprinkle of ice over relishes such as olives, celery, carrot sticks, etc., or over butter banquet dishes with eight or ten pats of butter symmetrically arranged always whets appetites.

Ice is quite inexpensive, so use plenty of it for showmanship and selling. Cutting corners will make a bad impression every time. For example, recently I attended a banquet at one of New York's purportedly first class hotels and was served a fruit cocktail in a stubby, opaque, stainless steel holder. It was warm, so I lifted the lid which holds the glass with the fruit and saw there was no ice in the lower receptacle. The oversight was not intentional, I hope, because it got the meal off to a devastating start.

Our cooks and pantry men need crushed ice for their under-counter bain maries to keep various food items, juices, dressings and garnitures cold and readily available. This is also true of our tap room sandwich man who makes as many as 150 sandwiches during the lunch hour so needs his many items properly cooled and at his finger tips at all times.

Of course, ice is essential to any beverage operation. Our bartenders would be lost without crushed ice for making drinks, especially during the mint julep season and for creme de menthe frappes. Also, before luncheon diners arrive at the tap room it is the job of one of the bartenders to arrange on trays and prepare for service about 100 cocktail glasses in which ice cubes are placed to keep them cool.

Serving white wine and champagne properly chilled often presents a problem, especially if the serving area is remote from the source of ice. Here is how we handled a wine tasting held in our 74- by 40-foot second floor lounge in May which attracted more than 700 guests and members.

We displayed 17 wines of which four were champagnes and the others white wines. The bottles had all been chilled in refrigerators for two days prior to the tasting, as were 5000 Sauterne glasses and 1000 champagne glasses, rented for the occasion. Believe me, renting this number of Sauterne glasses, even in New York, is a problem in itself.

We solved the problem of keeping the bottles cooled during the two-hour serving period by renting 17 wash tubs, filling them with cubed ice, pack-

Those Were the Good Old Days?

During the last half-century revolutionary strides have been made in ice-making. The author has a keen remembrance, as a boy, of seeing bulky, horsedrawn wagons drop sawdust-encrusted ice blocks down wooden ramps to the delivery entrance of a club. Today giant steel machines eject a constant supply of ice, automatically crushed or cubed.

At the time of the sawdust-covered cakes, it was necessary for the iceman to hose down the cakes, apply ice tongs and muscle them into wooden iceboxes. By 1922 electricity was being used and 40- or 50- ton ammonia compressors with a fly-wheel chugged away forcing cold brine through pipes to the club iceboxes. Occasionally a leak in the ammonia system would play havoc, ruining hundreds of dollars of exposed food and creating panic in the kitchen. Metal forms filled with water, shaped ice in 100-pound cakes, which had to be loosened by a stream of hot water and tonged into a room for storage. "Pulling" the ice was only the initial job. The iceman then would divide the block and slide the cake into a monstrous cuber which had exposed, jagged horizontal and vertical saws on it. The 50-pound block had to be lifted to the platform, the vertical saw would cut through, the cake would be pulled back by the iceman, turned at right angles and pushed through once again. The horizontal saw completed the cut and the cubes fell into a bushel basket ready for delivery to the various departments. Not only was it slow and tedious work, but also dangerous, and a manager had to be a master of the application of a tourniquet!

Next a cuber came into use which had heated wires in place of saws; it was safer but slower. Still the club's iceman was making at least three trips daily through the club to deliver ice of both varieties to bars and kitchens. An experienced man knew how much cubed and crushed ice would be needed because he received a daily banquet report.

The advent of the electric ice machines using Freon gas and with built-in compressors brought automation, convenience and a constant supply of ice where and when you want it.

ing in a dozen bottles of each wine and placing the tubs under each serving table. Timing was important in bringing up the ice from a 1000-pound reserve bin in the basement, as well as cooled bottles of wine and chilled glasses from the wine refrigerator on the 21st floor. Both operations went smoothly since we have an efficient engineering department. The chief engineer had his employees bring up the tubs filled with ice at 4:30 p.m.; the chilled wines and glasses arrived at 4:40, under the supervision of our wine steward. Each case was numbered and that wine delivered to the table with a corresponding number. A quota of the cooled glasses were placed handily behind each wine station and at 5:00 p.m., when the "ribbon was cut," each of the 17 station waiters had three uncorked bottles of his wine plus a sufficient number of glasses with which to start and six additional bottles of uncorked wine on ice.

A reserve of 200 pounds of ice was available in a portable storage bin and a uniformed attendant was on duty to keep all of the tubes filled with ice at all times.

There are a number of uses for special ice formations at the Yale Club. Many requests are received for ice carvings and although we make some of these at the club, more often we order them from one of the New York firms which specializes in sculptured work. For our annual complimentary New Year's Day buffet, this year we ordered a large, sculptured bull dog to grace the festive table.

Our ice machines serve five kitchens and dining rooms and five bars and over the 22 floors of the Yale Club we have 13 individual ice machines, ten cubers and three crushed ice machines. In addition, since 1954 we have installed 35 individual compressors to serve all of our ice boxes formerly served by an old ammonia compressor.

Our ice machines are distributed in this way: three cubers, ladies roof dining room and bar; one cuber with 500-pound storage bin, main dining room; one crusher, with 400-pound storage bin, main kitchen; one cuber, banquet kitchen; one cuber and one crusher, tap room; one crusher, grill room kitchen; three cubers, main bar; and for reserve, one cuber with chute leading to a 1000-pound bin located in an old ice storage room.

Obviously, we make abundant use of ice both for showmanship and salesmanship in our food and beverage service, and it insures us that our cold foods are cold when they reach the diner. ■ ■

A Junior Country Club



*Haven for Teenage Members,
Interest- and Revenue-Builder for the Club*

*By Clark W. Upp, General Manager
The Country Club of Orlando
Orlando, Florida*

To establish an actively functioning teenage program and to groom future members, our club recently organized the Junior Country Club of Orlando. This club-in-miniature is set up with its own organization, operating under its own board of directors and rules, subject, of course, to the approval of the advisory committee.

Our 200-paid-up membership roster is climbing each day as the teenagers put the club facilities to constant use. They have their own clubroom complete with a juke box, "Ptomaine Tavern" snack bar and ping pong table. On the sports agenda are golf, tennis and swimming.

The junior club board of directors consists of 12 members, two from each of the six grades for which the club is organized. On the board are two entertainment chairmen, one who plans functions for the seventh, eighth and ninth grades, and one who plans for the tenth, eleventh and twelfth. All the parties are held separately for the two groups.

Hours are set up at the club so that it is open from 2:30 to 5:30 p.m. on Tuesdays and Wednesdays, from 2:30 to 10 p.m. Thursdays, 2:30 to 11 p.m. Fridays, 10 a.m. to 11 p.m. Saturdays and 10 a.m. to 10 p.m. Sundays. The club is closed on Mondays. During the summer and on non-school days facilities are available from 10 a.m. to 11 p.m.

We have a director for the junior club, Jackie White, who is on hand to oversee activities at the times the club is open.

The junior group plans private parties to replenish the treasury, with funds going to replace equipment such as ping pong balls and to buy records for the hi-fi jukebox.

A special stipulation keeps daughters and sons from charging anything and everything to "Pop's" account. In this way the young members learn to manage the weekly allowance to include fun at the club and to swing the hot dogs, sodas, etc., they find essential to their diet.

Any teenager whose parents are members is eligible to become a member of the junior club or to use the club as a non-member.

The parents of our junior members are delighted with the outcome and, as is obvious from the membership, the teenagers go for it in a big way.

Keeping activities buzzing at the junior club is a good way of getting the parents out to the club. The program has created a lot of interest, we're putting the club facilities to good use and we're giving the credit side of our books a boost.

All this is in addition to the fact that we're providing a wholesome place for the young members to gather, not only to have fun but to learn to hold responsible positions and handle the problems of their own organization. We have a made-to-order group of members ready to move up and fill the ranks as they become of age for regular membership. ■ ■

You can make news with *distinctive seafoods*

*Build sales with
oysters, scallops or bite-sized
fish filets—deliciously
deep-fried in Heavy-Duty MFB*



BREADING VARIATIONS

To each quart of ready-mixed or your own breading, you may add dill weed, 2 teaspoons, or finely grated lemon peel, 1 tablespoon, or fines herbes, 1 teaspoon, or grated Parmesan cheese, 1/4 cup

Special flavor note—try

TOMATO SAUCE DIP

for Breeding

Lightly flour seafood, dip in Hunt's Tomato Sauce and coat with breading (tomato sauce takes the place of water, milk or egg wash). Deep fry until rosy-brown in Heavy-Duty MFB at 350°.

BASIC TOMATO SAUCE BATTER

For scallops or fish filets try this piquant batter. It adds exciting color and taste. Deep fry in Heavy-Duty MFB at 350°.

INGREDIENTS	AMOUNT
Eggs	4
Salt	1 tablespoon
Pepper	1/2 teaspoon
Sugar	1 tablespoon
Hunt's Tomato Sauce	1 quart
Flour	3 cups

Quick-Tips from Wesson for Extra Profits

- The shape and taste of seafood "tidbits" have customer popularity whether they're oysters, scallops or economical fish filets cut to similar size. They're high-profit, too.
- Use these breading variations and the new Tomato Sauce Dip for menu refreshment or a Friday treat for the noontime crowd.
- Deep-fry delicate seafoods in all-vegetable, perfectly bland Heavy-Duty MFB.
- Heavy-Duty MFB, the shortening with the high smoke point, stands up under heaviest frying conditions . . . won't gum . . . insures no flavor transfer . . . and bakes beautifully, too.
- Heavy-Duty MFB can't be beat for French fries—the side-order that can't be beat for seafood.



The Hunt-Wesson People

P. O. Box 2387, Fullerton, Calif.

Write advertisers you saw it in CLUB MANAGEMENT: SEPTEMBER, 1961

29



A New Kitchen Is the Heart Of Our

Extensive Food Service Facilities

*By Laurice T. Hall
General Manager
Pinehurst Country Club
Denver*

Our new \$120,000 award-winning kitchen at Pinehurst forms the heart of our food service operation. With a membership of nearly 1800, our club needs extensive facilities in order to handle the number of diners we possibly could have at one time. We are able to take care of 1000.

Our kitchen has stainless steel equipment with several special features designed to enable us to give top-notch food and service to our membership. Included are an unusual banquet assembly table which permits service of 500 complete meals in 15 minutes, a walk-in sharp-freeze plant, an enclosed air conditioned room for preparation of chilled foods, and complete baking and meat-cutting facilities.

To speed preparation and serving of meals we use streamlined conveyor belts and 110 specially designed carts. Our kitchen has over 6700 square feet devoted to storage, preparation and service.

All of the club dining areas—the main dining room, ballroom, men's

grill, etc.—are adjacent to the food serving area. This gives us maximum efficiency in food handling. Employees move directly from the kitchen to the dining areas with as little lost motion and as few wasted steps as possible. This cuts down on employee fatigue since waiters and waitresses do not have to tramp over a long route from kitchen to dining room and back again. The closeness of the preparation facilities to the dining area also makes it possible for waiters to deliver the food "steaming hot" to diners.

We have 60 persons employed in our food service operation. They, along with the rest of the club staff, graduated from an intensive training program held for a week at the club. All the employees use a specially prepared employee manual to guide them in their work. (An article about the training program was featured in the May issue of *CLUB MANAGEMENT* on page 22.)

This year Pinehurst won the first prize award for outstanding food service

facilities in the 15th annual food service contest sponsored by *Institutions Food Service Foundation*. This was the first time in the history of the competition that a country club has won the award, the "Oscar of the Food Industry." Judging is based on basic layout and design, high quality of fabrication, care in selection of equipment, sanitation, efficiency and economic soundness of operation.

Matthew Bernatsky, formerly director of the University of Denver's school of hotel and restaurant management and now associated with the school of hotel administration at Cornell University, was consultant for the construction of our new kitchen. Victor Moitor and John Carlson of the Stainless Equipment Company handled the design and installation of the facilities.

To complete our food service we have \$35,000 worth of china, glassware and silverware. The new facilities and equipment plus the training we give employees all is directed to giving our members quick, quality service. ■ ■

**Preserve Food Flavor and
Protect Your Profits
with Dependable**

Aerohot

food warmers

Economy minded? Then you'll be glad to know that Aerohot waterless food warmers help you save on food, fuel and labor bills. The Aerohot is fully insulated with fiberglass to cut heat wastage. Its stainless steel top offers maximum sanitation and durability. Most important, Aerohot's Selective Heat Control lets you regulate the temperature of each section to preserve food flavor. Learn more about the economical Aerohot . . . see your Aerohot dealer or mail the coupon below.

Aerohot Food Warmer No. 304, only \$132⁰⁰*

*Price F.O.B. Factory St. Louis. Does not include pans or covers.

Aerohot is produced by Duke Mfg. Co., makers of famous Thurmaduke Waterless Food Warmers.



Clip and mail to: DUKE Manufacturing Co., Dept. 120
2305 N. Broadway, St. Louis 6, Mo.

Please send me more information on following (check squares):

- | | |
|--|--|
| <input type="checkbox"/> Aerohot Food Warmers | <input type="checkbox"/> Aerohot Cafeteria Counters |
| <input type="checkbox"/> Aerohot Portable Food Warmers | <input type="checkbox"/> Aerohot Work Tables, Bakers' Tables |
| | <input type="checkbox"/> Aerohot Portable Cold Pan Units |

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Establishment _____

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City _____ Zone _____ State _____

Write advertisers you saw it in CLUB MANAGEMENT: SEPTEMBER, 1961



To Prod Turfgrass, Use an Irrigation System

By Ted Woehrle, Grounds Superintendent
The Beverly Country Club
Chicago

During the winter of 1958, the Beverly Country Club, where Eugene Vossen now is general manager, installed one of the first hoseless center-fairway irrigation systems in the Chicago area. The system was quite satisfactory and the membership was justly proud of its new project.

The capacity of the old system was 450 gpm (gallons per minute) which meant that the entire golf course could be watered over a three-day period, or if desired, the greens and tees could be watered in one night. Of course, there were many years when the poa annua (annual blue grass) would wilt on the fairways and leave a very undesirable condition.

In 1955, Robert Williams, the golf course superintendent at that time, convinced the membership that an increase in capacity would help to alleviate this situation. He felt that if there was enough water available during the period of one night, he could water the entire golf course in eight hours and thereby prevent the loss of the poa annua. This proved correct.

The new capacity amounted to 1450 gpm. In order to obtain the additional water, the engineer recommended a new pump, to be placed at one extreme of the course where a 36-inch city main ran adjacent to the club property. This new location necessitated 1100 feet of eight-inch pipe to connect it with the nearest existing six-inch main.

The club decided to use cast iron pipe, which has a longer life than any other. This decision was based on the fact that the pipe installed in 1938 was of thin-walled steel wrapped in tar-paper, and it was beginning to deteriorate. It was evident that the pipe would need replacing in a few years.

Needless to say, the story of the weakened pipe came as a surprise to the members who had been with the club since 1938. They felt the system should have lasted much longer than 17 years.

By the summer of 1960, the pipe was leaking so badly that there was a crew of men going around almost constantly, just repairing the pipe. I

recommended that an engineer be hired to study our problem and make suggestions about what we could do.

C. E. "Scotty" Stewart was hired as the irrigation engineer. He recommended that an entirely new system be installed with the exception of the new cast iron pipe which had been installed in 1955.

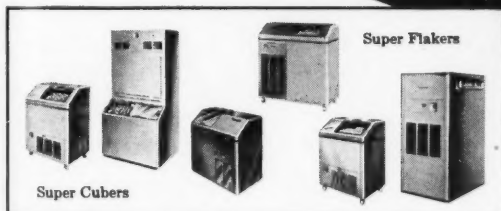
The question of installing plastic pipe arose several times, but after thorough investigation by the club, it was decided that plastic pipe was out of the question because of the unsatisfactory experiences here in the northern climates by several clubs. These clubs are now in the process of replacing their plastic pipe with cast iron pipe.

Also because of the large-size pipe required to carry our 1450 gallons of water per minute, the cost of installing plastic pipe would be more than twice that of cast iron. Six-inch and eight-inch plastic pipe is two and three times more expensive than cast iron.

The work of installing the pipe started November 1, 1960, and the following amounts of pipe were installed:

(Continued on page 34)

SCOTSMAN ANNOUNCES *wonderful days* 90



FALL ACTION PROGRAM


September . . . October . . . November. 90 wonderful fall days when festive occasions sharply increase your ice needs for foods and beverages. Be sure you have plenty of Scotsman ice on hand to handle those extra customers who demand speedy service.

Scotsman ice machines give you more profits by knocking high ice costs cold. Scotsman crushed ice costs as little as 7¢ a

hundred pounds . . . Scotsman Super Cubes only 15¢ a hundred pounds.

There're more than 60 models of Scotsman Ice Machines from which to choose. One's just right for your needs. Contact your Scotsman Ice Specialist for details or send in the coupon for your free copy of "The Wonderful World of Scotsman Ice Machines". Why not do it today?

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King-Seeley Thermos Co.,
169 Front Street, Albert Lea, Minn.

Write advertisers you saw it in CLUB MANAGEMENT: SEPTEMBER, 1961

TO: All CMAA Members

FROM: Vice Chairman William A. Tucker
Manager, Lauderdale Yacht Club
Fort Lauderdale, Florida

SUBJECT: Hospitality
Annual Conference, CMAA
Miami Beach, February 28-March 3

SOUTHERN TYPE—Real ol' fashion gen-u-wine Old South Hospitality is the keynote for the 1962 MIAMI CONVENTION. Talk about Southern Belles—our Belles ring the clear, true note of beauty and gracious charm . . . and, all so eager to see that your stay is pleasant.



Wm. A. Tucker

Hawg Jowls, Grits, Red Eye Gravy—well, we don't plan the Banquets that way, cuz Prime Beef is so delectable. But it's all available to the visitor.

Fishing is for real off Miami and the Keys and the only equipment you'll need is money. Record fish are patrolling the shore in great quantity.

Swimming — Sun Tanning — Lazy Loafing — All yours in Semi-tropical South Florida.

Side trips are a must, and be sure to come early and stay late to take in visits to the Everglades, Keys, Indian Village, Cruises, and more.

If you are a night club rendezvouser, you'll find America's top talent in Miami. Like — Television and Movie Stars and the best of the touring circuit.

Lincoln Road is world famous for its fine shops with myriad selections of high fashion men's and women's clothes. "Just looking" is about as much fun as buying, so — have fun. Shops in the Deauville Hotel are excellent, and we suggest you give them a whirl also.

All this and heaps more are in store for the lucky Club Managers that attend. Miami Conventions are unlike any others, and you'll know why when you leave.

To Prod Turfgrass—

(Continued
from page 32)



- 3865 ft. 8-inch class 150, cast iron pipe
- 2609 ft. 6-inch class 150, cast iron pipe
- 4212 ft. 4-inch class 150, cast iron pipe
- 6784 ft. 3-inch class 150, cast iron pipe
- 1251 ft. 2-inch class 150, cast iron pipe
- 1 only 8-inch gate valve with roadway box
- 3 only 6-inch gate valve with roadway box
- 2 only 4-inch gate valve with roadway box
- 169 only 1½-inch quick-coupling valves
- 19 only gravel sump drains

The club was responsible for the removal of the sod over the ditch lines and later the replacement of the sod. The contractor dug the ditches, installed the pipe and all the fittings, and back-filled the ditches.

The valves in the fairways were placed 85 feet apart as compared to 96 feet in the old system. Pipe in the greens and tees was not changed because it is galvanized (installed in 1938) and apparently is still in good condition. The club did, however, change the size of the quick-coupling valves in the greens and tees to make them all the same size. The valves in the greens are of the center sod cup variety and have proven to be very satisfactory.

We are planning to use sprinklers that require 60 gpm, which means that 24 sprinklers can be put into operation at one time. Two men are needed to handle this number of sprinklers efficiently. There are many times during the summer when we place the sprinklers out only for a period of one-half hour a setting. Obviously, one man could not possibly change 24 sprinklers by himself.

The new system will operate at 160 pounds of pressure at the pump and about 90 pounds of pressure at the sprinkler. This will cause a good break-up of the water out to a radius of 90-100 feet. There will be 224 valves on the entire course and driving range.

The total cost for our new system, including the engineer's fee, was \$59,000. We put it in operation April 1st.



**VINCENT SARDI JR.
SPEAKS UP FOR RIPE OLIVES**

"We're especially proud of the favor our Sauté Nicoise dishes have won—Dover Sole Sauté Nicoise, Trout Sauté Nicoise, Frog Legs Sauté Nicoise.

And in making Sauté Nicoise, there's no substitute for Ripe Olives; without them it just wouldn't be the same.

"We serve whole Ripe Olives as garnish, too. To the epicure, they add a certain something that can't be put into words."

*Vincent Sardi Jr.,
Sardi's Restaurants, New York City*

These are the olives that take longer to grow. They're the *only* olives allowed to mature naturally . . . on the tree, in golden California sunshine.

(Olive Advisory Board, San Francisco)



"Country Style!"



Words which
conjure up an
image of
abundant food
served in
hearty portions
... and so
much more
delicious when
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See Oneida's complete line of fine
silverplate and stainless at your equip-
ment dealers.

FOOD TOPICS



by Harry Fawcett

Oysters

In last month's column we answered the request of a fellow club manager as to Cherries Jubilee.

Another asks about Oysters Rockefeller and since oysters are again in the market, I'll answer that question here.

In a great many places there is little attempt to follow the authentic procedure to produce the real "Oysters Rockefeller." I have been served this dish with almost any kind of bread crumb mixture on the oysters, even bacon in some places and, in some, the bivalve was covered with Mornay sauce and cheese.

Here, I think, you will find the authentic procedure for this famous dish and if you follow it to the conclusion—to the last few drops of "Pernod"—you and your members will be pleased.

Oysters Rockefeller

When served in Antoinettes or other New Orleans places, they use the large Gulf oysters. We think our recipe which follows is perhaps a little better.

The paste or covering which is placed on each raw oyster in its deep shell is made by finely chopping the following:

- 1 Cup raw spinach leaves (No stems)
- 6 Green onions
- ¼ Cup (when minced) parsley
- ¼ Cup (when minced) celery leaves (not the stalks)
- ¼ Teaspoon tarragon
- ½ Teaspoon chervil
- Dash of Tabasco, ½ Tsp. salt, ¼ Tsp. pepper
- ½ Cup sweet butter (or leave out the salt if you use regular salt butter)

Add one tablespoon Pernod
Just before capping your oysters with this paste, add ½ cup (when buttered) bread crumbs to the mixture.

This is enough for three dozen large oysters or five dozen of the Blue Point size.

Put your oysters—five, six, or whatever your portion is to be—on top of a bed of rock salt in the dish you will serve them in—a pie tin or any flat vessel. Put in hot oven, under boiler is better as these should always be made to order for a la carte service.

(They are never to be served at banquets). Cook just long enough to set the oysters; their edges should just curl. Remove them, cover each oyster with a full spoon of the mixture and return to oven or broiler to finish. When featured (and a good price is obtained!) the finished—hot—portion is sprinkled with a few drops more of Pernod and if served immediately the aroma of the vaporizing liqueur is quite noticeable when the dish is uncovered before the guest.

Cooking time: 1st stage 2-3 minutes;
second stage, about
1-2 minutes

Try some yourself first. I promise you will have no regrets. ■ ■

Trumping the Clubs

(Continued from page 18)

to serving four years in the U. S. Air Force during the Korean conflict. Following military service he entered the University of Illinois where he earned a Bachelor of Science degree in management. While attending college he worked at the Champaign (Ill.) Country Club.

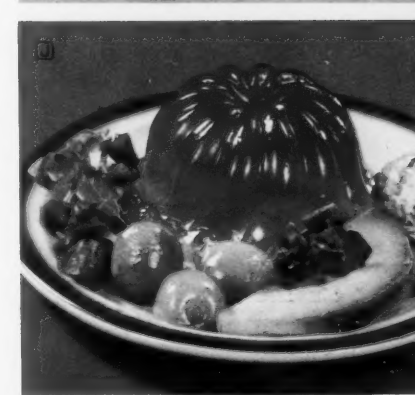
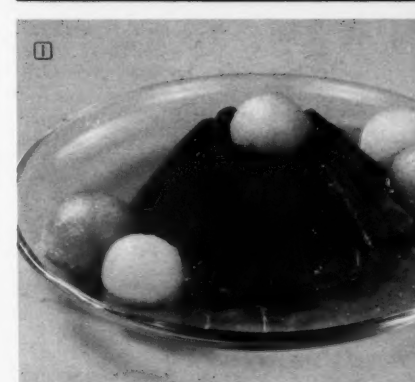
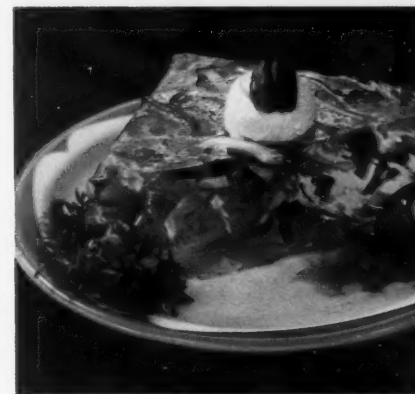
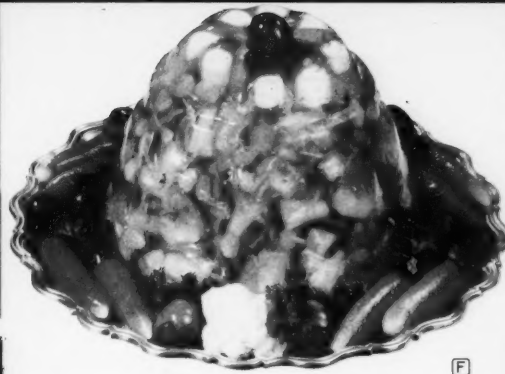
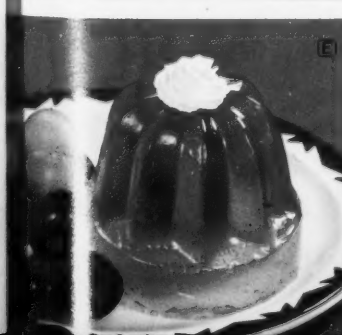
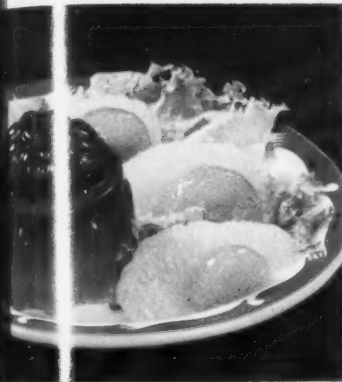
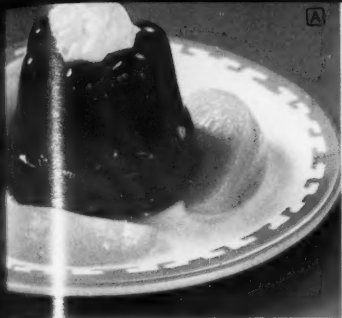
Mr. Schneider is married and has two children.

Grover "Zach" Zachary, became manager of the Hassayampa Country Club, Prescott, Ariz., May 1.

Mr. Zachary has been in the management field for eight years. He has been associated with the Pine Cone Inn and the Hassayampa Hotel, Prescott.

Professor H. Burton Musser was named consultant agronomist for the American Society of Golf Course Architects at its annual summer meeting, held at Seaview Country Club, Absecon, N. J.

Mr. Musser, professor emeritus of agronomy at Pennsylvania State University, was in charge of the turfgrass research program at the university from 1929 to his retirement in 1959. He also is executive director of the Pennsylvania Turfgrass Council.



11 ideas for serving colorful, delicious **Sexton** Gelatines

Sexton gelatines have captured nature's own fresh-fruit taste in a wide variety of palate-pleasing, eye-appealing flavors. Delicious for salads or desserts, they take only minutes to make and cost only pennies per serving. They will stand up for hours, remaining firm in form, clear in color and fresh in flavor. And because they are low in calories, salt free* and with vitamin C added, Sexton gelatines have particular appeal to the diet-conscious.

*Except Black Raspberry

A Melba gelatine garnished with Sexton peach slices. **B** Citrus gelatine with lettuce and sections of Sexton grapefruit and mandarin orange. **C** Wild Cherry gelatine with Sexton mayonnaise and nut topping; bordered by endive and Sexton kumquats. **D** Sexton 5-flavor gelatine melange, with cubes of orange, lime, black raspberry, lemon and wild cherry. **E** Apple gelatine with grapes. **F** Buffet salad of Lemon gelatine molded with Sexton pineapple tidbits and marshmallows, white raisins and shredded carrots; bordered by Sexton tiny whole carrots, stuffed olives, cauliflower and rosebud beets. **G** Red Raspberry gelatine topped with whipped cream and decorettes. **H** Lime gelatine enclosing shredded cabbage, Sexton pimientos and green peppers; garnished with a radish rose, endive and pecan-capped cheese ball. **I** Black Raspberry gelatine with melon balls. **J** Orange gelatine bordered by water cress, avocado slices, cream cheese ball with grated nuts and Sexton Royal Anne cherries. **K** Strawberry gelatine with marshmallow and strawberry slices within; decorated with whipped cream and a halved fresh strawberry.

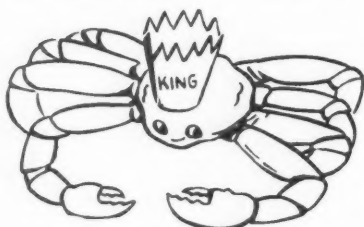
China shown is McNicol, distributed by Sexton.

Sexton
Quality Foods

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Serving the volume feeding market since 1883

"...stands alone
in the
seafood world"



*That's what James Beard
says about*

WAKEFIELD'S *frozen Alaska* KING CRAB

And he ought to know! James Beard is a leading food authority...top consultant for restaurants and food companies, author of a dozen cook books. He has prepared 19 different King Crab dishes for restaurant and institutional use. These are yours for the asking, handily put up on 5½" x 3¼" cards, held together in a stiff jacket. Send for your set today... just fill out and mail the coupon at bottom. In the meantime, try this recipe taken from the James Beard Kit:

WAKEFIELD CRAB SALAD

Chop exceedingly fine 2 lbs. crisp celery, 1 large onion, 1 pint of ripe olives, 2 buds of garlic.

Combine with juice of 2 lemons, 7 lbs. of Wakefield King Crab Meat coarsely cut, ½ cup chopped parsley, ½ cup capers and enough mayonnaise to bind.

Serve on crisp greens in a hollowed out tomato, a hollowed out green pepper or a cucumber boat. Top with mayonnaise, garnish with hard-boiled eggs, sliced cucumbers, green pepper strips, ripe olives or Julienne raw carrots. 25 portions.



Wakefield Food Sales Co., Inc.
P.O. Box 577, Dept. C-71
Mount Vernon, New York

Send me Wakefield's free handy packet of recipes specially prepared for institutional use by James Beard.

Name _____

Establishment _____

Street _____

City _____ State _____

\$9000 Halfway House Offers Complete Service

*By Sam W. Keath, Manager
Colonial Country Club
Memphis*

Our club, home of the Memphis Invitational Professional Tournament and Colonial Amateur Golf Tournament, recently completed a \$9000 halfway house which we believe to be one of the finest structures of this type to be found at a private club.

Colonial is well-known throughout the South as a golfing club. There is tremendous interest and active play among our 475 certificate members, and even a "moonlight" game is not uncommon. Various kinds of club tournaments add interest for both men and women members, and Jake Fendren, our golf professional, keeps participation moving at a fast clip.

When our board of directors realized a real need for a halfway house to provide conveniences for golfing members, it gave the "go ahead" to the greens chairman and the project was completed within five weeks.

Our halfway house is located under a cluster of trees at the number five and 13 greens and number six and 14 tees, thus is in an ideal location.

The building is constructed of old

brick in colonial design with white columns. The front patio is 36 by 14 feet, has brick flooring and will be furnished with wrought iron tables and chairs. The interior is paneled. We have modern equipment in the main service area, which is 36 by 12 feet and has ten service windows. There are telephones available, and we serve sandwiches, beverages and assorted sundries. There is a 12- by ten-foot storage room connected to the service area. At the rear of the building are all-tile bathrooms for men, women and caddies. A redwood fence hides the area from view of the street.

This structure has been a real credit to the club. Members have received it quite favorably, and rarely does a foursome pass by that they don't use some of its facilities.

Our halfway house is expected to pay for itself. Guests at the club often express a desire for such a building on their home course. Managers interested in further details are welcome to write me; all information concerning the construction is available. ■ ■





WAKEFIELD'S KING CRAB



**makes
the
dishes
that
make
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Cold or hot—plain or fancy—you'll find
**WAKEFIELD'S FRESH FROZEN
ALASKA KING CRAB**

one of your most popular specialties.
The tender, juicy, sweet meat keeps
customers coming back for more.
It is pre-cooked, easy to handle, always
flavor-fresh. Add excitement to your
menu with Wakefield's King Crab.

**Caught, packed and frozen by
WAKEFIELD FISHERIES,
Port Wakefield, Alaska.**

James Beard has created for
Wakefield's, 18 King Crab recipes
especially for restaurant
and institutional use.

Wakefield's Food Sales, Inc.

Box 577, Mt. Vernon, N.Y.





Bulletin of the CLUB MANAGERS ASSOCIATION OF AMERICA

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VOL. XVII

September, 1961

No. 6

Dear Fellow Member:

Each year the benefits to be derived from Membership in CMAA are increasing. The educational program, under the direction of the CMI committee, has become a vital part of the Association's affairs. The five-year program of the Summer Workshops marks a real advance in this field and offers an opportunity an interested Club Manager can ill-afford to miss.

The Seminars at the Conferences furnish a means of keeping up with the changing conditions of our fast-moving times. In addition to this advancement in educational facilities, CMAA has made great strides in accumulating and disseminating information on legislation and rulings that affect Clubs, and in providing desired reference material. In fact, services have been increased in nearly all facets of the Club Management field. Just as in your own operation, an increase in services to Members costs money.

With this in mind, it should be a source of satisfaction that in spite of these increases in service, your Association is able to operate within its budget. The Operating Statement of CMAA for the first half of 1961 shows it is in good condition and living within its means. It might be well to point out some of the factors responsible for this.

Dues are higher for the year because of the increase in Membership. A sizeable dividend was received on the Group Life Insurance. The Denver Conference was successful financially as well as in other ways. Commission on advertising in CLUB MANAGEMENT was considerably higher. In addition to these increased incomes, expenses for Legal Fees, Salaries and Office Expense, and Board and Administrative Travel Expense were down.

The decrease in expenses mentioned above can be attributed to the efficient management of Ed Lyon, our Executive Secretary, and to the efforts of your Board of Directors to conduct your Association affairs on a businesslike basis. But in some measure, the increase in income is a result of the efforts of all CMAA Members, and you are urged to continue your good work.

Increased Membership means increased dues income and more money to expand the benefits afforded by CMAA; "Qualified" Managers are desired to enlarge our Membership. The commission on advertising in CLUB MANAGEMENT can be increased by building the effectiveness and recognition of advertising in the magazine. You can urge your purveyors to advertise in CLUB MANAGEMENT and when you buy, let them know you saw their ad.

The healthy condition of your Association is not the work of any one or any few individuals. It is the mark of an active, interested, enthusiastic organization.

JOHN G. OUTLAND
Secretary-Treasurer

Exclusive
For
Members

OPEN ENROLLMENT C.M.A.A. MEMBERS LOW COST GROUP INSURANCE YOU SAVE AS MUCH AS 50%

Program #1—Sickness-Accident, Tax Free Income.
Pays up to \$400.00 Per Month Plus Hospital Benefits

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Request Your Portfolio Today (No Obligation)

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San Francisco Session Launches CMI Summer Workshops



Smiling students at San Francisco Workshop.

A successful start to the summer workshop program, supervised by the Club Management Institute committee of the CMAA, was achieved July 17-19 at the University of San Francisco when more than 40 managers attended the course on financial management. Host was the San Francisco Bay Area Chapter with Clarke Mathews, Orinda (Calif.) Country Club, as chairman.

Two other workshops already have been held (University of Dallas, July 24-26; and at the Cosmos Club, Washington, D.C., July 26-28) and three more are on tap—Michigan State University, East Lansing, September 11-13; Cornell University, Ithaca, N.Y., September 18-22; and at Coeur d'Alene Country Club, Hayden Lake, Idaho, October 2-4.

Shown at the Olympic Club, San Francisco, at the time of the CMI short course, were, from the left: John G. Halkett, Olympic Club, San Francisco; Clarke Mathews, chairman of the workshop and manager of Orinda Country Club; John D. Lesure and Eben Reynolds, workshop lecturers; John L. Martin, Berkeley Elks Club; Joe McConahy, Athenian Nile Club, Oakland; and John W. Bennett, CMAA vice president and manager of the Commercial Club of San Francisco.



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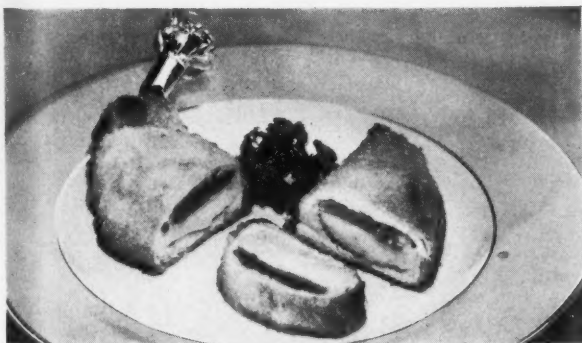
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Chairmen for the other sessions, all of which are presented by the CMI with Edward M. Grenard as chairman, include: Jack H. Traxler, Chaparral Club, Dallas; Charles E. Smith, Chevy Chase (Md.) Club; Mr. Grenard, University Club of Detroit; J. William Conner, Statler Club, Ithaca, N.Y.; and John R. Simmons of Coeur d'Alene Country Club.

Joe McConahy, manager of Oakland's Athenian Nile Club and publicity chairman for the San Francisco workshop, reported that the first of the workshops was a complete success. At San Francisco, to lecture to the students, as they will for all the workshops,

were Eben S. Reynolds, who teaches accounting and finance at Cornell, and John D. Lesure, general partner of Horwath & Horwath.

On the social side, at the San Francisco meeting, there was a reception at the San Francisco Commercial Club, and a dinner at the Olympic Club at Lakeside. Helping Chairman Mathews were Chapter President Cannon Lorimer, Claremont Country Club, Oakland; Chapter Secretary Joseph E. Castillo, Peninsula Golf and Country Club, San Mateo; Regional Director Erich J. Kruger, Burlingame Country Club, Hillsborough; CMAA Vice President John W. Bennett, San Francisco Com-

mercial Club; and Program and Welcome Committee Chairman John L. Martin, Berkeley Elks Club. ■ ■

CMAA Moves

To Curb

Campaign Excesses

In a move to outline procedures for nominating candidates for CMAA directors, and to curb possible excesses in future campaigns for such candidates, the CMAA has issued a memorandum to chapter presidents, secretaries and regional directors outlining procedures for such nominations.

The memorandum, signed by CMAA President John T. Brennan, is the result of recommendations made by the nominating committee at this year's conference in Denver, which proposed that chapters desiring to support a candidate for national office send all information on the candidate to the executive secretary for dissemination from his office.

The nominating committee felt a curb should be placed on expensive campaigns in behalf of one candidate by a wealthy chapter.

New procedures which have been established include a request that chapters send complete information on candidates they wish to support to the national office not later than November 1, and brochures will be sent to the entire membership at least two months in advance of the conference, containing pictures and data on all candidates to be sponsored, with the CMAA paying the cost.

The memorandum pointed out that this does not affect the duties of the nominating committee, nor does it preclude the presentation of other candidates to the nominating committee at the conference nor from the floor. By the same token, it does not guarantee the candidate's inclusion in the nominating committee's final selection.

The national board also re-emphasized its previous decision concerning campaigning at the conference: "Hand-out, pin-on or similar materials may be given to individuals or delivered to delegates' rooms, but may not be put on chairs or tables at group functions; and signs, banners and demonstrations shall be confined to chapter or private suites." ■ ■



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NEWS OF THE CHAPTERS

O-K

Reported by Lynn W. Markham,
Vice President

The officers and directors of the chapter held a meeting July 10 to approve plans for the Southwest Regional Conference to be held September 16-18 at the Sheraton-Oklahoma Hotel.

Carolinas (formerly Piedmont)

Bernice and Foil Russell, Myers Park Country Club, Charlotte, N. C., were hosts for the third quarterly meeting July 16-17, with 126 in attendance.

Members gathered for the weekend at the new Manger Hotel and were entertained in hospitality suites by John Palm, Colonial Beef Co.; Henry Newman, Southern Seafood Co.; Clarence Mann, president of the chapter; and Frank Johnston, Old Town Country Club. Sunday evening there was a cocktail party at the host club's French and Terrace Rooms, with music furnished by Dan Ramsey's Orchestra.

The French Room was decorated



Officers and directors of O-K Chapter at the July 10 meeting to approve plans for the Southwest Regional Conference were: (standing from left to right) John Atwood, Twin Hills Golf and Country Club, Oklahoma City; Earl Kauffman, director, Tulsa Country Club; Dale Reid, director, The Beacon Club, Oklahoma City; Ray Martin, secretary of the chapter and manager of Oaks Country Club, Tulsa; George Rueb, Lakeview Country Club, Oklahoma City; Wayne Vanderpool, president, Rolling Hills Country Club, Wichita, Kans.; and Jan Grader, director, the Tulsa Club, (seated) Larry Cherry, retired, honorary member; Jerry Caldwell, Quail Creek Country Club, Oklahoma City; Jerry Corsi, Hillcrest Golf and Country Club, Oklahoma City; Lynn W. Markham, vice president of the chapter and manager of Oklahoma City Petroleum Club; and Frank Wallace, director, the Harvard Club, Tulsa.

with a three-tier water fountain done in blue. A seafood bar decorated in pink and set up with ice carvings of "CMAA" was the main display in the Terrace Room. Chef Mallett of the host club had made a 22-pound cake inscribed with "Welcome Club Managers, North and South Carolina."

Members enjoyed breakfast in the Dutch Room Monday morning, then a business meeting was on the agenda afterward. Four new members were elected, and there was a round-table discussion of various activities.

Then there were cocktails and luncheon, with the invocation given by

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MONTGOMERY COUNTRY CLUB
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Bernice and Foil Russell, Myers Park Country Club, Charlotte, N. C., were hosts for the third quarterly meeting of Carolinas Chapter which was held July 16-17.

Al Smith, manager of The Red Club, Charlotte. R. S. Ison, president of the host club, gave the welcome address. After the luncheon prizes were drawn.

Detroit

Reported by Charles E. Haynes, Correspondent

The Detroit Chapter managers entertained their club officers July 11 at the Detroit Golf Club with Chuck Haynes as host-manager. A record number attended for luncheon, golf and dinner.

John T. Brennan, CMAA president and manager of the Birmingham Country Club, gave an excellent description

of the principles of the national association for the benefit of the club officers who attended.

Presiding at the meeting was Chapter President William F. Le Pla, manager of the Grosse Pointe Club. William Velton, manager of the Recess Club, was chairman of the golfing activities. Low gross golfing prize was won by Pete Martin, manager of Pine Lake, and the kickers was won by Leon De Hart, manager of the Country Club of Detroit.



At the recent Detroit Chapter meeting at the Detroit Golf Club were, seated from the left: Charles E. Haynes, manager of the host club; John T. Brennan, CMAA president; William F. Le Pla, chapter president. Standing, from the left: George B. Martin, president of the host club; Ernest J. Gargaro, host club greens chairman; H. Glenn Bixby, secretary of the host club; Charles F. Bartlett, vice president of the chapter; John J. Devers, chapter secretary; and David H. Ripper, chapter treasurer.

Southern California

Reported by Jerry J. Kearns, Secretary

A dinner meeting was held July 24 at the Wilshire Country Club, Los Angeles, with Emile Vogel as host. James Baker, vice president of the club, welcomed the managers and their chiefs who were special guests for the occasion.

Food was, of course, the topic for



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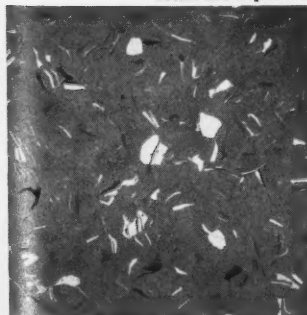
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the educational part of the evening under the direction of Tom Kier, program chairman. Al Levie of Elgee Meats and a lecturer at UCLA talked on all phases of proper meat buying and cutting. Also on the program was Bob Kries of General Foods Corp., who spoke on the new line of frozen prepared entrees.

In the afternoon 32 golfers enjoyed the Wilshire course. In the evening the chapter enjoyed a most outstanding cocktail hour and dinner.

St. Louis District

Reported by Jack Kane

Our regular monthly business meeting was held at the Bath and Tennis Club on July 24 with Opal and Walter Thomas as hosts. Discussion centered around the CMAA's questionnaire, "What's Going on in Country Clubs?" and membership classifications.

Edward Gerlach was elected to membership.

Following the business meeting the large turn-out of members and guests enjoyed a cocktail hour, then an excellent dinner.

Included among the guests were the club's president, Robert Woerner; chairman of the house committee, Brooks Bernhardt and his wife; Mr. and Mrs. Paul Curtain, Taylor Wine Co.; Mr. and Mrs. Charles Edelman; and Mr. and Mrs. Frederick Kreis.



At the head table at the recent New Jersey Chapter golf tournament and dinner at Deal Golf and Country Club were, from the left: Charles Johnston, host-manager; Robert Halpin, chapter vice president; John Brennan, CMAA president; Joseph Thummess, president of the host club; Phillip Gunther, chapter president; M. H. Holtz, chapter secretary-treasurer; and H. Eric Stamer, a chapter director.

New Jersey

*Reported by M. H. Holtz,
Secretary*

The 14th annual regional golf tournament and meeting of the New Jersey Chapter was held at the Deal Golf and Country Club July 13, with Charles Johnston as host-manager.

Although weather conditions were bad, 111 managers, officers and directors, representing the New Jersey, New York City, Metropolitan, Connecticut and Philadelphia chapters, competed in the golf tournament with 162 joining in the evening activities.

Following a delectable dinner, CMAA



John Evans, New Jersey Chapter golf chairman, presents the chapter's golf trophy to Don Thomas of Trenton Country Club.



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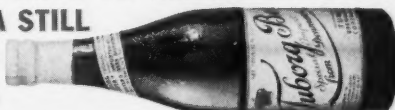
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President John Brennan spoke, as did Joseph Thummess, president of the host club. Among others present were two CMAA past presidents—Daniel Layman of the Union League of Philadelphia and Carl J. Jehlen, Baltusrol Golf Club, Springfield, N.J. The New Jersey Chapter golf trophy was won by Don Thomas of the Trenton Country Club.

Chicago

*Reported by Anthony Wayne,
President*

The Greater Chicago Club Managers Association held its annual manager-president meeting at LaGrange Country Club July 17 with 75 in attendance and 30 clubs represented. Eric Johnson was host.

Gerald Marlatt, Flossmoor Country Club, was officially announced as chairman of the executive committee for the 1963 CMAA conference to be held in Chicago. Others on the committee are Johnny Jones, River Forest Golf Club, vice chairman; Everett Woxberg, Evanston Golf Club, secretary; Robert Broms, Skokie Country Club, treasurer; and Wally Womeldorf, Barrington Hills Country Club, advisory.

Winner of the manager-president trophy in the golf tournament was Thomas Keirnan, president of Glen Flora Country Club, Waukegan, Ill. This new trophy will be kept at the winner's club for one year and a dupli-



Managers of Oregon State Chapter donned white caps and aprons to barbecue hors d'oeuvres and steaks for chefs and their wives at the chapter's "chefs' night" held July 11 at Oswego Lake Country Club. A special invitation to the fall workshop at Hayden Lake, Idaho, was extended by John Simmons, manager of the Coeur D'Alene Country Club and chairman of the event.

cate will be awarded to Mr. Keirnan for his home.

Other winners among the club officers were: J. L. Maloney, Flossmoor Country Club; F. Bautin, Ruth Lake Country Club; J. C. Houston, Indian Hill Country Club; W. Roney, Edgewood Valley Country Club; and H. Mullins, Forest Hills Country Club.

Club manager winners were: Al Lamonte, Edgewood Valley; Vince Crump Butterfield Country Club; Stan Najdowski, Wilmette Golf Club; James Pollock, Morris Park Golf Club; H. Hall, Elcona Park Country Club; E. Imroth, Glen Flora Country Club; and Bud Matteson, Hinsdale Golf Club.

Attending the meeting was CMAA President John Brennan of the Birmingham (Mich.) Country Club who



At the "chefs' night" held July 11 at Oswego Lake Country Club, were, from the left: Lishka and Jan Richter, hosts for the event; Mrs. Don Johnson and Chef Johnson of the host club; and Mrs. Al Kuester and Chef Kuester, Waverley Country Club, president of Chef's de Cuisine Society.

urged all members to attend the short course at Michigan State University.

Speaker of the evening was John Yaeger of Harris, Kerr, Forster & Co.,

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who talked on how clubs are affected by having outside parties at their clubs and who outlined a new Illinois state tax ruling which follows.

Effective August 1st, all clubs not organized exclusively for charitable, religious or educational purposes will be subject to Illinois sales and use tax on all sales of food, beverage and other tangible personal property.

The Illinois sales and use tax is $3\frac{1}{2}\%$ to 4%, depending upon the location of the club. In Chicago, this tax is 4%. Each club should check its particular local taxing authorities to see if it

is subject to the extra one half of 1% tax which makes the total tax 4%. Since clubs were previously exempt from Illinois sales tax, it will be necessary for each club to obtain a registration number from the State of Illinois. These numbers may be secured by writing the State of Illinois Sales Tax Division, Department of Revenue, 160 North La Salle Street, Chicago.

The tax must be paid and remitted to the State by the end of the month subsequent to the month the tax was collected. Thus, the clubs will file and pay their first sales tax to the State

of Illinois on or before September 30, 1961 for taxable August 1961 sales.

The tax should be collected from the members. However, it is possible to tax your members at a tax-included price. If this practice is followed, the menu should clearly state that the 4% sales tax is included in the menu price.

The use tax will continue to apply to clubs, and they will be required to pay a use tax on items used for personal consumption.

City of New York

*Reported by Philip H. Stone,
Secretary*

Gus Riesack was host for the June 13 meeting at the New York Produce Exchange Luncheon Club. A delightful buffet was enjoyed by all who attended.

The business meeting consisted of the compiling of the CMAA survey on country clubs, requested by the national office. A thank-you letter from Richard H. Kirwan was read and he told the chapter how much he appreciated the flowers, cards and calls which he received during his stay in the hospital.

The next meeting will be held at the new quarters of the Broad Street Club on September 12.

Central New York

*Reported by James A. Rockey,
Secretary*

Jim Nemeti was host-manager for the July 24 meeting of the Central New York Chapter at Drumlins Country Club, Syracuse. About 32 persons enjoyed the sumptuous buffet lunch which followed the business meeting.

Appointed was a constitution committee composed of Mr. Nemeti, Bill White and Paul McGraw who will study the present constitution and by-laws and recommend revisions at the next meeting.

There was a discussion regarding the proposed joint meeting in the fall with the Albany and New York State chapters, and Eugene Hefferon, manager of the Seneca Lake Country Club, Geneva, was elected to membership.

Members of the chapter were encouraged by President James Pearce to support the CMI workshop at Cornell University to be held September 18-22.

Central Pennsylvania

*Reported by Conrad Medina,
Vice President*

CMAA President John Brennan, manager of the Birmingham (Mich.) Country Club, was guest speaker at the fifth annual Pennsylvania tri-chapter meeting held July 17 at the Hotel Hershey in Hershey.

Paul F. Donnelly, president of the host chapter, Central Pennsylvania, welcomed the delegates from the Pitts-



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Buffet Catering

by Charles Finance

This is a book of which the author, Charles Finance, and the publisher can be justly proud—the author because it represents his years of international experience, displaying his artistic ability in catering as well as photography; the publisher because we are so fortunate as to bring our readers this very beautiful and useful book, sorely needed by the industry. We offer it with confidence, knowing that it will prove a great boon to the catering industry which the author and we so proudly serve.

Step-by-Step Procedures

There are many excellent step-by-step procedures in the book—in photographs fully explained in the text. These are in such detail that even the novice may follow them and feel sure that the result will be satisfactory.

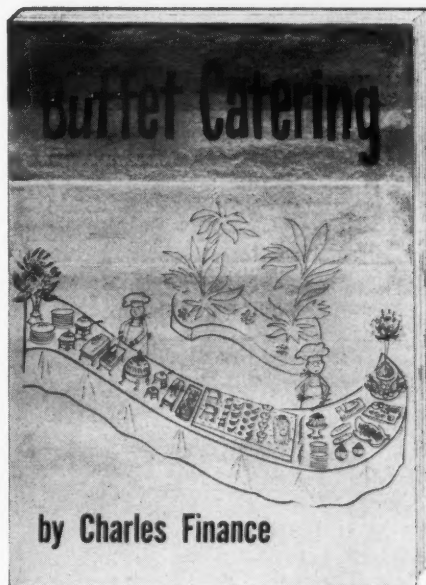
Among these series of illustrations, some with eight or nine in such series, are: Preparation of a Cold Whole Salmon, Preparation of Salmon Mousse, of Salmon Filets, of Lobster, of Cracked Crab, of Galantine of Capon or Turkey. On the latter there are nine illustrations showing the basic preparation and many more showing various platters with different garnishes. The same thing is true of the Preparation of a Suckling Pig and of Chaudfroid of Capon.

There are illustrations of several trays of canapés showing various arrangements, some with center pieces, some without. There are also many illustrations of individual canapés as well as hors d'oeuvres, both hot and cold.

The chapter on decorations shows dozens of ways of beautifying food with the simplest of materials—cucumber and tomato skins; sliced cucumbers; the leaves of leeks, onions, and chives; radishes and olives; a rose made from smoked salmon, and many others.

There is also a section on napkin folding with illustrations.

The chapter on Salads contains 126 salad suggestions and more than 50 illustrations.



The Author

Charles Finance has won a long and distinguished list of awards both in Europe and America. In addition to his work in Europe he has served as Executive Chef at the Balmoral Club, Nassau; for Western Hotels in San Francisco, Palm Springs, and Los Angeles; at the Caribe Hilton the Greenbrier, and the Ridglea Country Club, Fort Worth. He has served as Professor of Culinary Art in the Swiss Hotel School in Lucerne; in schools in Copenhagen, Oslo, and Helsinki; and for the Insular Government in Puerto Rico. He was the first man to lead an American Culinary Team to the Culinary Olympics in Switzerland where his team took top honors. This book offers ample proof of all the "know-how" evidenced by the foregoing.

Book Department, Club Management

408 Olive St., St. Louis, Mo.

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.....Enclosed is check to cover. (Postage is prepaid on such orders except outside U.S.)

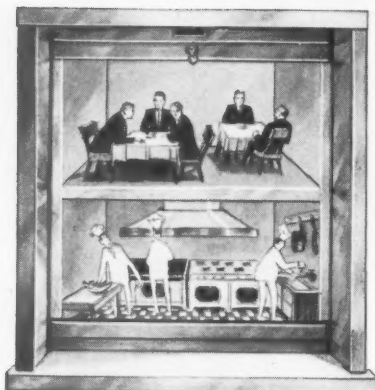
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55



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At the Central Pennsylvania tri-chapter meeting were CMAA President John T. Brennan (seated, left) and three chapter presidents. Seated right, Paul F. Donnelly, Central Pennsylvania; standing left, Harry Gray, Pittsburgh; and standing right, Clark G. Merrill, Philadelphia.

burgh and Philadelphia chapters including Former CMAA President Daniel Layman, manager of the Union League of Philadelphia.

Mr. Brennan spoke of the program and objectives of the association and stressed the importance of the chapter meetings, annual conference, regional conference and workshops. He said that the financial position of the association is sound and talked about future activities of the CMAA. A question and answer period followed.

The evening included refreshments and a dinner-dance. The annual outing took place on the day before and was held at the West Shore Country Club, Camp Hill, with Charles M. Knisley as host.

National Capital

Reported by Raymond J. Kybe, Secretary

The chapter's annual family outing was held July 17 at Brook Manor Country Club, Norbeck, Md., with a good attendance.

Russ Atkisson, host-manager, furnished a delightful steak cookout, and everyone enjoyed golf and swimming during the day.

Peninsular

Reported by Jim Ford, Secretary

A managers-directors day was held July 17 at the Cascade Hills Country Club, Grand Rapids, with Ben and Charlotte Collins as hosts. The day included golf, cocktail hour, dinner and discussion period.

Pat Pattison of the Century Club, Muskegon, again had the largest number of directors present and also did an outstanding job of programming the blind bogey and awarding the golfing prizes.

The educational discussion between directors and managers was lead by Bruce Matthews.

Badger State

Reported by C. C. Buswell, Secretary

Hans Indvik, Westmoore Country Club, Brookfield, Wisc., was elected president of the Badger State Chapter at the first meeting of the year held in April at the Racine Country Club with Ray and Kay Wagman as hosts. Other officers selected include George

Club Members Favorite . . .

Aunt Lucy Year-Old Ham

Country-Cured • Smoked with Mt. Hickory



As advertised in BARRON'S & THE WALL STREET JOURNAL

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Perfect for Parties

Baked Aunt Lucy Ham, sliced-thin, adds prestige, beauty and much "good taste" to buffets. So good with breast of turkey and chicken. Makes an ideal cocktail-time hors d'oeuvre.

Now Available to Clubs Direct from Southern Farms

Can be ordered uncooked or beautifully baked, ready-to-thin/slice. We recommend our six-month Ham for frying. Write for Country Foods Brochure and club-discount prices of our Hams, Turkey, Sausage, etc.

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mas, Ozaukee Country Club, Wauwasa, vice president; Cal Buswell, Blue Ound Golf and Country Club, Wauwatosa, secretary-treasurer; and Harry Kazik, Tuckaway Country Club, Milwaukee, director.

A country club survey was started and bids for future meetings were accepted. The evening included entertainment.

The June 25 meeting was held at Westnoore with the Indviks as hosts. Bids for future meetings were offered. A discussion of what is being done to assist young men in entering the club field was held, prompted by a critical speech by a hotel management student. The group agreed that dedication to the service of others and experience in actual club work were essential to the success of a club manager.

How to Cook Your Goose

(Continued from page 25)

would pass off the inferior for the sake of saving time and minor costs.

It is fallacious to accept the conclusion that satisfactory cost percentages can be attained only by cheapening the product and curtailing service. This is the type of reasoning that has made the great majority of American restaurants, including too many club dining rooms, second-rate.

Our leading accounting firms, after exhaustive studies and surveys and the compilation of statistics, have given the restaurant operator the tools for cost accounting and more efficient production. These consist in part of skilled, competitive purchasing; adequate receiving safeguards; control of storerooms, refrigerators and systems covering issues; the skilled preparation of menus; the utilization of items over-produced and of by products; the elimination of over-production and waste; portion and sales controls; and on the labor side—time study programs, enabling us to keep our labor costs in line with volume of sales.

It is through these and the use of know how, skill and ingenuity that food costs and labor costs can be projected and controlled. It is not by penny-pinching on what goes into the product and the employment of less competent personnel requiring less pay, or the reduction of service, that one arrives at a logical level of labor cost. I do not believe that what the author advocates in respect to pre-processed food, even though it is labeled "Continental," will enable managers to serve a better meal at a lower price. If the technical means at hand, which I have described above, cannot be mastered and utilized by managers or chefs, they ought to be in some other business.

Think on this. If we are to become converts to the packaged products idea then the club manager will be replaced by a receiving clerk or a supermarket trained attendant to check in the Polyethylene bags, and our chefs and their staffs will give way to unskilled, hygienically garbed personnel, whose function it will be "to apply the heat before serving."

Far from being the golden age for the restaurant man, this idea suggests to me "the end of the trail" for those who have spent their lives learning one of the great arts, nor do I think that

club members will accept a paraphrase of the slogan used by air lines, "go now—pay later" in the form of "cooked last week—eat it tomorrow."

I continue to feel, as I have stated time and time again during my many years in this business, that most club members still appreciate the finer things in life, and certainly the chef's artistry is not the least important of these things.

Let us persist in our devotion to the philosophy that there can be no compromise where quality is concerned.

Elegance ...

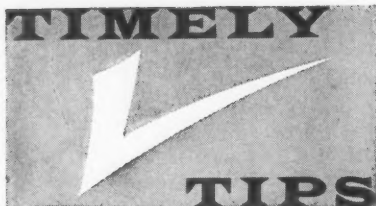
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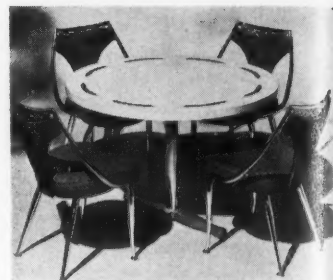
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✓ The Jewel Set, featuring a round pedestal table and brass chairs with jewel-encrusted decoration, is part of a line of sculptured metal furniture which

Virtue Brothers Manufacturing Co. has introduced.

The line was designed to serve clubs and institutions, with emphasis on rugged construction. Included are six dining ensembles with tables on single- and twin-pedestal bases or standard legs; ten upholstered chair styles; two types of stacking chairs and three bar stools. The chairs of the Jewel Set have foam rubber seats with fabric vinyl covering and self-leveling floor glides. Table tops are said by the maker to be resistant to food acids, abrasions, stains



and heat up to 475 degrees.

Information on the line or on the company's custom, personalized table tops is available from Dept. CM, Institutional Furniture Division, Virtue Brothers Manufacturing Co., Los Angeles 45, Calif.

"Custom-bilt by SOUTHERN" AS SPECIFIED



CHEROKEE COUNTRY CLUB
KNOXVILLE, TENNESSEE



Architect:
Painter, Weeks & McCarty
"Custom-bilt by Southern" Distributor:
Scruggs, Inc.

Here is another example of "Custom-bilt by Southern" service. Starting from initial floor plan thru final installation and demonstration, every installation is the result of combined teamwork. Architect, consultant, owner and "Custom-bilt by Southern" distributor all contribute to the effectiveness of a profitable food service installation.

Contact the Southern distributor nearest you, he'll help you every way he can . . . or write us.



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125 BROAD ST., ELIZABETH, N. J.



✓ Country hams for club use are now available from Southern Farms.

The hams, according to the company, should be sliced thin for maximum enjoyment, and year-old hams are recommended for baking, six-month hams for frying.

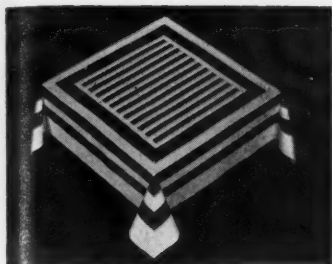
For a brochure on country ham, write Dept. CM, Southern Farms, Rt. 6, Walkersville, Md.



✓ A swivel cocktail lounge chair by Chairmasters, Inc., is now on the club market.

Generously proportioned and fully upholstered, the chair revolves on a patented steel ball bearing baseplate. Upholstered coverings can be specified in fabrics or vinyls and the legs, which are heavy gauge tubular steel with a baked enamel finish, are available in a wide selection of finishes.

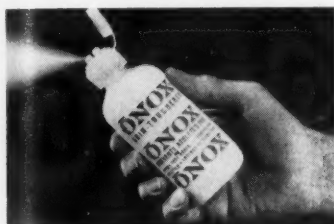
For more information write to Dept. CM, Chairmasters, Inc., 200 E. 146th St., New York 51.



✓ Ten new patterns including this geometric design have been added to the casual tablecloth line of J. P. Stevens and Co.

A club crest can be imprinted on most tablecloth patterns and on napkins. The fabric of the table cloths and napkins is mommie cloth and is silk-screen printed. According to the maker, they withstand up to 1% bleach by volume at 160 degrees. There are 34 colors available, and size ranges from 16 by 16 inches to 64 by 64 inches.

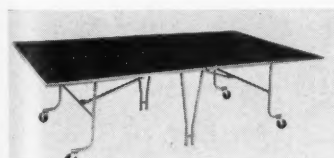
For further details write Dept. CM, J. P. Stevens & Co., Inc., Stevens Bldg., Broadway at 41st St., New York 36.



✓ Onox, the skin-toughening solution for the treatment and prevention of athlete's foot, is now available in six-ounce spray bottles for golfers and swimmers who prefer sanitary individual protection.

Onox points out that a bottle of the solution can be kept in the members locker as well as at home for continuous treatment.

For quantity discounts and free brochure write Onox, Inc., Dept. 6-G, 121 Second St., San Francisco 5, Calif.



✓ A professional-type tennis table, designed and produced by Mitchell Manufacturing Co., is the latest addition to the firm's line of Fold-O-Leg tables.

Features include a counterbalance assembly to ease folding and unfolding. The table automatically locks when

folded and the top section is supported by full-length cold rolled steel channels. Playing surface is made of hardboard-faced panels with selected plywood core.

For complete information write Dept. CM, Mitchell Manufacturing Co., Milwaukee 46, Wis.

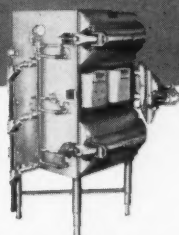
✓ A disposable ashtray and companion coaster made of heavy-gauge aluminum foil have been developed by Anaconda Aluminum Co.

The 3½-inch ashtray and coaster can be embossed with the club name and are available in both colored and natural aluminum. With its notched

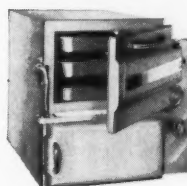


and beaded edge, the ashtray can double as a coaster or be used with a

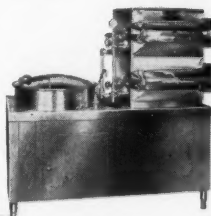
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Here is TOTAL time . . . from insertion to removal . . . for restoring a standard 2½ lb. package of loose packed frozen vegetables.

Cut Corn (kernel) . . .	3 minutes
Peas	5 minutes
Asparagus (jumbo) . . .	5 minutes
Brussels Sprouts . . .	5 minutes
Green Beans (regular) .	5½ minutes
Broccoli (spears) . . .	5½ minutes
Lima Beans (regular) .	5½ minutes

This is just one of many uses for the hardest worker in the kitchen, your Steamcraft or STEAM-CHEF. You can *steam cook* most foods faster, easier, better and at less cost with a Cleveland Steamer.

Send . . . now . . . for complete information and free booklet "For Better Steaming."

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companion smooth-edge coaster. Both items come in bulk quantities of 50.

Complete details can be obtained from Dept. CM, Anaconda Aluminum Co., P. O. Box 1654, Louisville 1, Ky.

✓ **Handi-Pans for food storage** have been added to the Seco-Ware line.

Designed to fit flush into any 12-by 20-inch opening, the pans have heavy-duty stainless steel handles which lie flat when not in use. According to the maker, the pans were developed with the durable handles for ease in removing, carrying and inserting. They

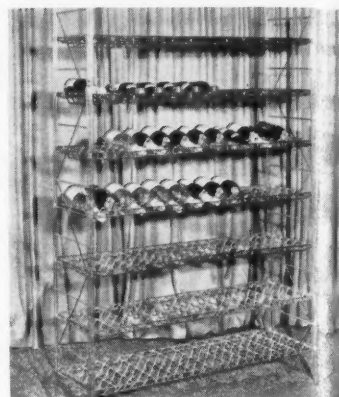
come in full-size standard, full-size perforated, two-third size, half size and one-third size with 2½-, 4- and 6-inch depths. Special notched flat covers or standard covers can be used with the pans.

Additional information is available from Dept. CM, Seco Co., Inc., 4560 Gustine Ave., St. Louis 16, Mo.

✓ **A lightweight wine bottle shelving** that permits an unobstructed view of the stock has been manufactured by the Metropolitan Wire Goods Corp.

Called Erecta-Shelf, each unit pro-

vides up to 15 shelves with room for 12



A DOUBLE VALUE!



Model 492

Rastetter Chairs that Fold

What is a bargain? We would define it as, "The receipt of more goods and services than expected for money spent." That is why the purchase of Rastetter Chairs that Fold gives you double value in beauty and **SOLID KUMFORT.**

The Rastetter Chair is equally at home in your place of business or living room. You have a choice of 22 different models in a variety of styles, finishes and luxurious fabrics. The easy portability makes Rastetter Chairs adaptable for any seating need; and they fold flat, stack flat and store in a minimum amount of space.

Investigate the use of Rastetter Chairs that Fold. Just fill out and mail the coupon today.

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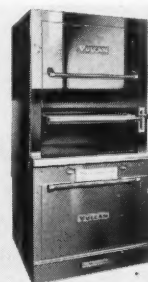
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Do you wish: ☐ Free portfolio illustrating all models
☐ Consultation and demonstration

bottles per shelf. Entire units may be made mobile for stocking convenience and display advantages.

For details write Dept. CM, Metropolitan Wire Goods Corp., N. Washington St. and George Ave., Wilkes-Barre, Pa.



✓ **A ceramic broiler**, called by its maker, Vulcan-Hart, a three-in-one purpose unit, is now on the club market.

In the broiler section, four burners provide a total of 700 square inches of useable surface, adjustable in height. Individual burner units are separated by removable ceramics. The roasting and baking oven is completely insulated and temperature controlled by a heavy-duty thermostat.

More information is available from Dept. CM, Vulcan-Hart Corp., P. O. Box 696, Louisville 1, Ky.

✓ **The Coffee Brewing Institute, Inc.**, has planned a four-day Coffee Workshop to provide solutions to the problems involved in catering to people such as those making up a club membership.

Subjects covered in the training course include modern brewing techniques, beverage evaluation, equipment maintenance, how to handle customer complaints, promoting good coffee and water problems. Registration fee is \$35. The Institute will make hotel reservations for participants.

For detailed information write Dept. CM, The Coffee Brewing Institute, Inc., 120 Wall St., New York 5.

WINE Pressings



by Henry O. Barbour

The White Wines of Germany

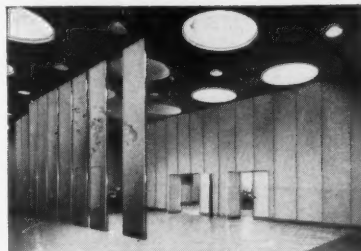
White wines are THE wines of Germany for, although there is some red wine produced, it is more a novelty than a factor in the age-old wine trade of this most northern of the wine producing areas.

The Finger Lakes Region of New York State is the United States' northern-most fine wine producing area. The heart of the Rhine-Moselle area lies over 400 miles farther north, on the same parallel as Newfoundland! This coldness of climate accounts for the lightness of the wine, for you find none tasting of heat, as you do in the Rhone Valley or Italy.

The cold climate also accounts for their relatively higher price than other white wines, for there is less of it produced, and much less of it imported



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Room flexibility for your dining and meeting areas is a must... however, successful division of space alone is not enough. Sound interference between areas must be controlled... this is best accomplished with top-quality R-W Folding Partitions or Movable Walls. Many installations of low-cost space dividers have been later replaced because of inadequate sound retarding qualities—it would have been more economical to buy the best first. A few more dollars invested initially in R-W Folding Partitions will not only assure a successful answer to your problem of dividing space and sound but will also save you hundreds of dollars in years to come through reduced maintenance, decorating and repair costs. Available in a type and size to meet your exact requirements.



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WHYTE & MACKAYS
RARE SCOTCH WHISKY
SINCE 1844

Also **WHYTE & MACKAYS** Rare 21 Year Old • Blended Scotch Whisky
86 Proof • Imported By Great Western Producers, Inc., New York, N.Y.

into the United States. A comparison of gallonage sold in the United States last year:

Germany	936,000
Spain	638,000
France	3,567,000
Italy	4,464,000
New Jersey	4,500,000
New York	9,996,000
California	129,355,000

In an average year, Germany produces about 58 million gallons of wine, of which about nine million are of top quality.

This is ancient grape country, for grape leaf fossils have been found in deposits of the tertiary period (about 25 million years ago) in the Rhine-

Moselle region; assuredly, not the fine *Riesling* grape of today, to which German wines owe their grace, floweriness, and superb delicacy of flavor, but very similar to the wild grape of New England and New York, *Vitis Labrusca*.

This *Reece-Ling* grape was first grown commercially in this area about 300 A.D., about a century after Rome had conquered this area, establishing the cities of Coblenz, Mainz and Trier, among others. The Romans were quite jealous of their home vineyards around the Eternal City, and strictly regulated grape growing in the colonies. As Emperor Probus annulled these laws, he is regarded as the father of German viticulture, despite the fact that he was

never in Germany, and probably never enjoyed a glass of Rhine wine.

The best vineyards are the steepest, bearing the greatest proportion of slate and shale to soil, and entailing the greatest amount of hard labor in terracing, cultivation and upkeep. After a particularly violent rainstorm tons of slate and thin topsoil must be carried on human backs up the slopes and placed around the vine roots! The German vineyardists have a saying about the fine vineyards:

"Wo ein Pflug kann gahn,
Soll kein Rebstock stahn."

"Where a plow can go,
There no vine should grow."

Labels

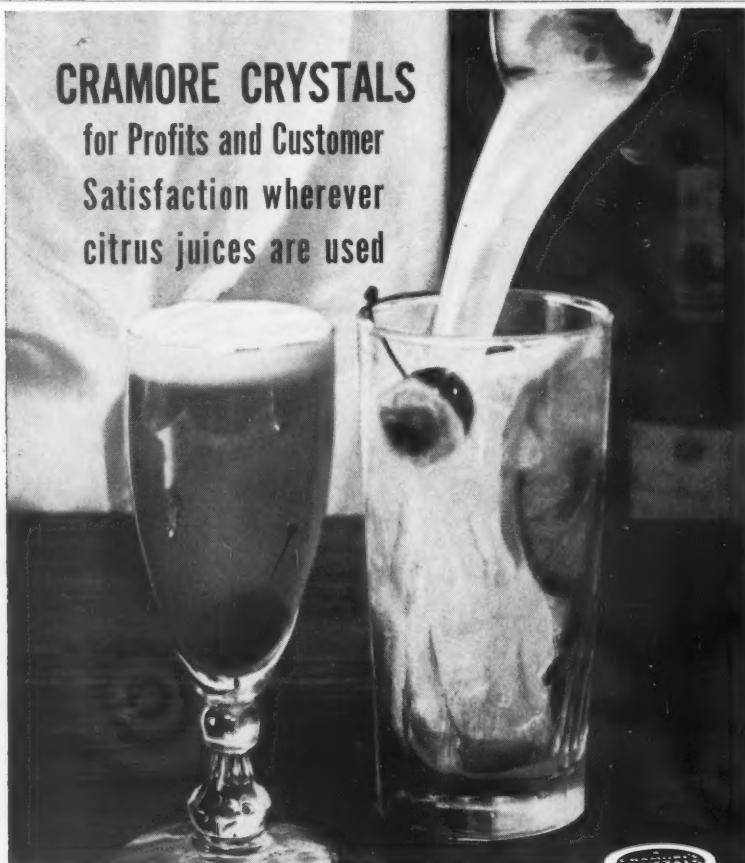


German wine labels are the most difficult for the beginner to understand, but offer the most accurate information, and the most protection of all labels to those purchasers who remember a few points. Generally more colorful than those of any other country, they also carry the longest words, 20-letter ones not being uncommon! Easiest fact of all to spot is the year of vintage, frequently with *er* added, which shows it is of that year. The best years since 1949:

1959	Very Great
1958	Excellent
1957	Uneven
1955	Very good, Esp. Moselles
1953	Most excellent, getting old
1952	Very good, but old

Districts

The label shows the district from which the wine comes, in the illustration the "Mosel-Saar-Ruwer." The Saar and the Ruwer Rivers join the Mosel above Trier. This district designation, which is found on all Moselle wines, is not as helpful as those found on the wines from the Rhine River Valley which delineate the regions more clearly. The label of almost any German wine, except Liebfraumilch and Moselblumchen, which are blended wines from the Rhine and Mosel Valleys respectively, must show the township in which the grapes were grown. This is the first word in the main title and again is followed by *er* to indicate that



Earn larger profits and maintain customer satisfaction in your mixed drink sales with Cramores internationally accepted quality products. They help you create a reputation that will attract new customers and keep the old. Mixed drink sales will soar when your carefully chosen liquors are mixed with Cramores lemon or lime (with egg white added), or screwdriver base, for those popular cooling citrus juice drinks. Ask your dealer for Cramores quality products, your assurance for continued profitable repeat business. There is no substitute for Cramores quality and natural flavors.



CRAMORE PRODUCTS, INC. Point Pleasant Beach, New Jersey



it comes from that particular township. The finest regions arranged in relative degrees of value in average years in the Rhine area are shown below, together with the finer townships in which the grapes are actually grown:

Moselle:

Mittel-Mosel—Light, clean, with a flowery fragrance. Bernkastel, Graach, Wehlen, Zeltingen, Piesport, Brauneberg and Erden.

Saar—In the best years very remarkable, otherwise apt to be hard due to the cold climate. Wiltingen and Oberrhein.

Ruwer—Light and flowery, low in alcohol. Maximum Grunhaus and Eitelsbach.

Rhine:

Rheingau—The outstanding wine district of Germany. All the fine wines have distinct differences. Hattenheim (delicate with bouquet), Johannisberg (elegant), Winkel (fruity distinction), Erbach (sturdy yet flowery), Rauenthal (spicy and fruity), Rudesheim (full and rich), Hockheim (mild and soft).

Hessia (Rheinhessen)—The home of Liebfraumilch. The fine wines are attractively soft, light and mild, fruity

and with an even finish. Nierstein, Nackenheim and Oppenheim.

Nahe—Similar to Niersteiners in bouquet, they are grown mainly on red sandstone, which makes them lighter than the other Rhine wines, but heavier and fuller than Moselles. Kreuznach, Niederhausen, Schloss Bockelheim and Norheim.

Pfalz (Patatinate)—The best wines for German foods, full and well-balanced with medium bouquet. Forst, Deidesheim and Wachenheim.

Franken (Franconia)—Source of the familiar Bocksbeutel, always agreeable but rarely great, full-bodied and dry, a lot like a white Burgundy. Wuerzburg.

Next the label mentions the *legen* or place name, the specific vineyard from which the grapes come. *Himmelreich*, in the illustration, is literally "The Kingdom of Heaven Vineyard." The whole subject of German vineyard names is too involved, and often too amusing, to do it justice here. But one of these days . . .

Following the place name is frequently found descriptive terms indicating the type of grape, or by the absence of the words *Riesling* or *Sylvanier*, etc., indicates that the juice of more than one variety of grape is involved. The finer grades of wine from the same

vineyard are identified by one or more of the following terms (The case prices given show some of the relative values of the grades.)

Riesling—Good wine from one grape variety, \$36;

Kabinett—Special Reserve, \$39;

Spatlese—Late picking of ripe grape bunches, \$42;

Auslese—Late picking of selected, fully ripe bunches, \$72;

Beerenauslese—The ripest grapes, selected grape by grape, have been kept aside at pressing time to produce a very sweet wine, \$160;

Trockenbeerenauslese—So ripe are these individual berries that they resemble raisins before being pressed. Very sweet, very expensive wine, made only in the best years, \$250.

After this type of information has been conveyed, the label resorts to fine print. Definitions of the more important of this subsidiary data are:

Creszenz or **Gewachs**: Growth. When followed by the grower's name, it indicates a natural, unsugared wine. Sugar is frequently necessary in this north country to provide enough food for the yeasts so that fermentation can be completed, otherwise not enough alcohol is produced and the wine will not last or travel.

(Continued on page 74)

Nackey Products Presents:

"The Finest in Party Favors"

193 Bradford St. Brooklyn 7, N.Y.

Halloween (1961)

Deluxe Party Favor Set

Each set has:

- 1 Deluxe Party Hat
- 1 Deluxe Noisemaker or Horn
- 1 Halloween Round Balloon
- 1 Sateen Half Mask and Fastener

@ .50 per set

Terrific assortment of hats and noisemakers

Deluxe Decorating Kit

Each set has:

- 2 Rolls Flameproof Streamers (500 feet)
- 1 Orange; 1 Black
- 3 Each 55" Jointed Skeletons
- 12 Each 24" Jointed Skeletons
- 24 Each Witch on Broom
- 12 Each Large Jointed Scratch Cats
- 24 Each Large Embossed Cats and Pumpkin Heads
- 24 Each Extra Large Embossed Cutouts
- 4 Each Giant Cat Cutouts
- 4 Each Giant Jack-O-Lantern Cutouts
- 12 Each 11½" Tissue Balls, Orange/Black
- 2 Each 19" Tissue Balls, Orange/Black
- 2 Each Happy Halloween Streamers
- 24 Each Flying Bats
- 24 Each Fancy Embossed Cutouts
- 24 Each Witch Cutouts
- 6 Each 7-foot Halloween Banners
- 3 Each Jointed Scarecrows

Price—\$39.95 Per Kit

New Years Eve

(1961)

'Fantastic' Party Favor Set

Each set has:

- 1 Fantastic Party Hat
- 1 Fantastic Noisemaker or Horn
- 1 No. 11 Round Balloon
- 5 Strips of Jumbo (Flameproof) Serpentine
- 1 Large Fringed Blowout

All for just .60 per set

(This is a tremendously beautiful and low-priced assortment)

For additional items such as Decorations, Balloon Bags, Novelties, etc., please write for our 48-page Catalogue.

NACKEY PRODUCTS • 193 Bradford St. • Brooklyn 7, N. Y.

Gentlemen:

Please send me:

- Halloween Party Sets
- Halloween Decorating Kits
- New Years Eve Party Sets
- 48-Page Catalogue

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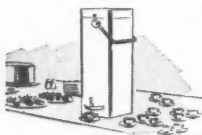
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Federal Tax Calendar for Clubs

Prepared by Horwath & Horwath

September, 1961

15—Withholding tax and Federal Insurance Contributions Act tax: The sum of tax withheld from wages during August, 1961, and employee tax and employer tax under the Federal Insurance Contributions Act for August, 1961, if more than \$100, payable to an authorized depository. Return on Form 450.

Exempt corporations: Information return on Form 990 due from certain exempt corporations with accounting periods ended April 30, 1961.

30—Excise taxes: Tax on membership dues, initiation, transfer and assessment fees, admissions, and other excise taxes for August, 1961, if more than \$100 payable to an authorized depository. Return on Form 537.

October, 1961

15—Withholding tax and Federal Insurance Contributions Act tax: The sum of tax withheld from wages during September, 1961, and employee tax and employer tax under the Federal Insurance Contributions Act for September, 1961, may be remitted to an authorized depository. Return on Form 450. If this option is exercised, Form 450 must be filed in time to permit depository to return validated Form 450 prior to date for filing return for third quarter of 1961.

Exempt corporations: Information return on Form 990 due from certain exempt corporations with accounting periods ended May 31, 1961.

31—Withholding tax and Federal Insurance Contributions Act tax: Return for third quarter due and tax payable. Return on Form 941. Attach validated Forms 450.

Tax on membership dues, initiation, transfer and assessment fees, admissions, and other excise taxes: Tax liability for September, 1961, if more than \$100, may be paid to an authorized depository. Return on Form 537. If this option is exercised, Form 537 must be filed in time to permit depository to return validated Form 537 prior to date for filing return for third quarter of 1961. Otherwise, return for third quarter due and tax payable. Return on Form 720. Attach validated Forms 537 to return. If return is accompanied by depository receipts showing timely payment of tax for the entire quarter, due date of Form 720 is extended to November 10.

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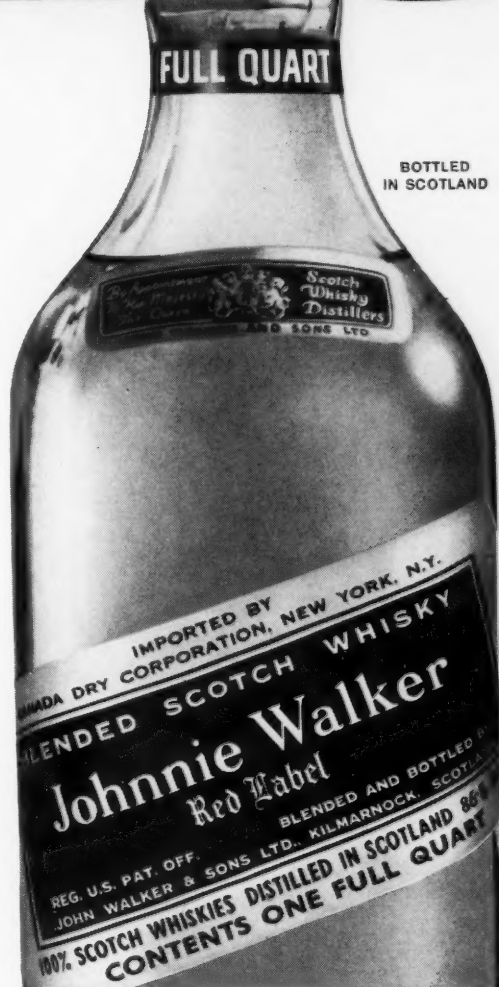
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Large U.S. Choice Broiled Sirloin a la Maitre	
d'Hotel	\$ 5.50
14 oz. U.S. Choice Broiled Sirloin	4.50
U.S. Choice Bacon Wrapped Filet Mignon	5.00
8 oz. U.S. Choice Filet	4.00
Chateaubriand (for 2)	
A Center Cut of Tenderloin cooked to your specifications, arranged on a Silver tray with a Garnish consisting of Imported Belgium Carrots, Tiny Peas, Cauliflower and Candied New Potatoes, served with Wine Mushroom Sauce and Bearnaise Sauce, served flaming at your table	
	10.00
Sliced Filet of Beef	
Sliced Filet of Beef Tenderloin served with Sautéed Shallots and Mushrooms in a Wine Sauce	
	4.00
Tournedor la Briche	
Two Center Cuts of Tenderloin broiled and served with two slices of broiled Tomatoes, covered with a delightful Mushroom Sauce. A true Pioneer Special	
	4.75
Tournedor Asparagus	
Two Center Cuts of Tenderloin broiled, topped with Sautéed Asparagus and Bearnaise Sauce, served with Danish Candied Potatoes and Mushroom Sauce. Always an encore by our members	
	4.75
Beef Shishkebab, a la Risso	
Choice Cut of Sirloin prepared on a Skewer, alternated with Onion, Bell Pepper, Tomatoes and Mushrooms, cooked rare, medium or well done. Served flaming at your table	
	4.50
Gordon Bleu	
Filet of Beef stuffed with Cheese and Ham and served with a Mushroom Sauce	
	4.25
Steak Dianne	
A Choice Cut of Sirloin Steak sliced thin, Sautéed at your table in a delicious sauce and served on a beautiful garnished plate	
	5.50
Pioneer's T-Bone Steak	
18 Oz. Heavy Beef T-Bone Steak, juicy and tender	
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Copenhagen Special	
Danish style Rib Eye Steak topped with Sweet Smothered Onions as only a Dane can do it	
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Cattleman's Cut served with French Fried Onions,	
10 Oz.	3.50
14 Oz.	5.00
Steak Pioneer	
Sirloin Steak trimmed and stuffed with sliced Mushrooms, Crisp Bacon and Egg Yolk, cooked at your table and served with a Spiced Sauce	
	4.75
Saturday Special	
U.S. Prime Rib of Beef, Au Jus—Carved to your specifications from our Beef Wagon	
	4.75
The above dinners are served with Baked Potato, Sour	

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Think about Johnnie Walker Red Label in quarts. Big on convenience in pouring and storing. Big on added profits, too. And never bigger in fame, with powerful promotion backing it in a big way. Better talk with your Johnnie Walker distributor about those big Red Label quarts. And do it today!



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PIPING OR ICY COLD

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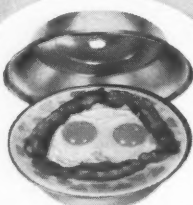
Now...room service, banquet service, cabana and pool side service can be supplied from the kitchen to point of service at perfect serving temperature for hot foods and beverages, or refrigerator cold for ice cream and cold drinks.

Breakfast orders of bacon and eggs are served as ordered... hot foods do not cook during service. No unpleasant heating fuel odors... the fire danger is eliminated. Cold foods are served icy cold without the need of messy ice.



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Legco VAC10 5" diameter 2 1/4" depth 10 oz. capacity. Note nesting style flat tray illustrated, available with dome cover.



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VACUUM PITCHER
Legco VH10 5 1/4" high 4" wide 10 oz. capacity. Other sizes and styles available

HOTELS-MOTELS... perfect orders for breakfast—eggs, sausages, wheat cakes, coffee, juice are served to guests without the need of bulky apparatus or rolling carts. Meal service can be provided without elevators... it is all on the waiter's tray.

CLUBS—Pool side and cabana service, locker room service, presented safely without breakage in Legion stainless steel vacuum service ware.

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Removed from the shell, broiled and served with Drawn Butter, tender and delightful \$4.50
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Steamed and broiled, served with Drawn Butter—One of the Pioneer Club's most requested dinners 3.50
- Filet of Sole Toulouse**
Imported Filet of Sole Sautéed in White Wine with a Caper Sauce Spiced to perfection—served with New Parsley Potatoes 2.75
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Filet of Fresh Pompano Sautéed in Wine, arranged in heart shaped paper folder with Oysters and Shrimp and a Legeret Duxelles Sauce, paper folder baked golden brown and served puffed 4.00
- Trout Marguery**
Filet of Trout Sautéed in White Wine with fresh Oysters and Shrimp, served with a fine sauce 3.75
- Jumbo Japanese Frog Legs**
Frog Legs pan broiled in Butter, served with Sautéed Parsley Butter, or cooked to your desire 3.75
- Filet of Trout Meunier**
Trout Sautéed, cooked golden brown, served with Brown Butter, sprinkled with Chopped Parsley and Lemon Juice 3.00
- Filet of Gulf Red Snapper**
Filet of Red Snapper broiled and served with a Lobster Sauce seasoned with Sauterne and Spices 3.50
- Lobster Thermidor**
Chunks of Lobster Tail blended in a wonderful Cream Sauce with Chopped Shallots, White Wine and Mushrooms. Served in Lobster Tail—Sprinkled with Parmesan Cheese and browned to perfection 3.75
- Pioneer Club's Special**
Stuffed Gulf Flounder with pure Crabmeat Dressing, garnished with Shrimp and Oysters, served with Lemon Butter..... 3.00
- The Pioneer's Fancy Seafood Platter**
Consisting of Fried Fresh Gulf Shrimp, Oysters, Filet of Sole, Scallops, Danish Baby Lobster Tail, Alaskan Crab Claws and Stuffed Crab, served with a Shrimp Cocktail with a choice of Sauce 3.50

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Young Spring Chicken Breast

Stuffed with a Wild Rice Dressing, Red Wine Mushroom Sauce, and Danish Candied New Potatoes, garnished with Danish Cucumber Compote \$2.75

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Cooked to perfection with Imported India Curry, served on a bed of Rice Pilaf, garnished with Bombay Chutney and a delightful Sauce 2.50

Creamed Chicken a la Rhine

Large chunks of Chicken Breast Sauteed in Imported Rhine Wine, folded into a smooth Wine Cream Sauce with whole Button Mushrooms, served in a crisp Crouton shell, garnished with Spiced Fruits 2.75

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Half a broiled Spring Chicken with a Brandy Sauce, Candied New Potatoes and a colorful garnish, served flaming at your table 2.50

Chicken Rochambourg

Breast of Chicken arranged on a bed of Spinach covered with a delightful Mornay Sauce and Garnish 2.50

Chicken of Rosenberg

Half a boiled Spring Chicken served in casserole with a delightful mild Horseradish Sauce with New Parsley Potatoes 2.25

Pullet of Spring Chicken

Sauteed and served with Wild Rice and Madeira Mushroom Sauce and Candied New Potatoes 2.50

American Style Home Broiled Chicken with choice of Potato, Vegetable and Salad

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Chicken Bonne Femme

Pan Roasted Chicken covered with thin sliced Potatoes and Sauteed Onions cooked to perfection and served with Drawn Butter 2.25

Chicken Tetrassini

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- 100 Skull & Thigh Bone Stirrers
- 100 Asst. Round Orange/Black Balloons
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- 4 55" Skeletons
- 6 Large Asst. Cutouts 26" x 10"
- 6 Asst. Cutouts 14" x 14"
- 3 Giant Cat Faces 36" x 24"
- 12 Jointed Scratch Cats 14" x 15"
- 12 24" Skeletons
- 12 Large Witch Faces 18 1/2" x 14 1/2"
- 12 Skulls 8 1/4" x 9 1/2"

All for \$25.00



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- No. 1 Asst. two-toned decorated cello hats and 100 Asst. Halloween Noisemakers and Fringed Horns\$25.00
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Jager Schnitzel, Northern White Veal, Breaded and Grilled in Butter, topped with Creamed Mushrooms, Imported Holland Carrots and Peas 3.00
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- Japanese Frog Legs Saute 3.75
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- Ham and Eggs—Hawaiian Style 2.50
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- The Trader Vic's Special—Rumarki, Barbecued Spare Ribs, Stuffed Shrimp, and egg Roll, served with Sweet and Sour Sauce—A wonderful assortment for an Appetizier—For two or more. Per Person 1.50

- Chinese Cookery . . .
- Chicken Chow Mein 2.35
- Chinese Pepper Steak 2.35
- Shrimp Chow Mein 2.50
- Chicken with Pineapple 2.50
- Pineapple Spareribs 2.50
- Shrimp in Lobster Sauce 3.50
- Lobster Cantonese 3.75
- The above served with choice of Rice or Noodles.

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Lettuce Topped with Sliced Swiss Cheese, Smoked
Ham and Breast of Turkey - Served with 1000
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"The Finest Ground Beef"
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HAM and EGGS - Hunters Style, En Casserole
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au Natural on our Special Italian Roll - Chef's
Special Garni\$1.45

HAWAIIAN PINEAPPLE WEDGE

Stuffed with Chicken Salad - Chef's Garni\$1.45

BOOK REVIEW

Menu Dictionary, Multi-Lingual is a valuable addition to the food library. Compiled by Marguerite Voegele and Grace Woolley, the handy book is one of the more complete that has been published in some time. The authors caution that it is not a cook book in any sense of the word, but a dictionary of menu terms only. It contains 5065 menu terms, most given in five languages: English, French, German, Italian and Spanish. In addition, national dishes of about 12 other countries are included. The book, which costs \$5, is published by Ahrens Publishing Co., 230 Park Ave., New York 17.

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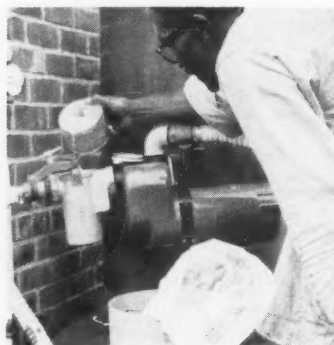
STRAUBEL PAPER CO • GREEN BAY • WIS.

Tips on Pool Winterizing

By William Berens
President
Modern Swimming Pool Company
White Plains, New York

Even the experienced pool manager suffers a bit of anxiety when preparing the swimming pool for the winter

hibernation, despite the overload of advice digested and sometimes disregarded. The new pool manager watches



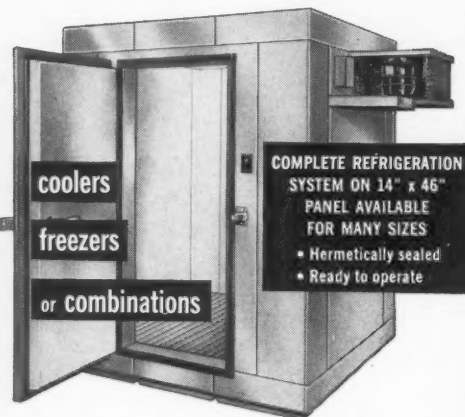
1. Nusan added to filter strainer before final backwash removes greases and oils which may congeal over winter.



2. Removeable parts of built-in skimmer are cleaned and stored and winterizing plug inserted.

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Aluminum or steel sectional construction



Sanitary! Strong! Efficient! You can assemble any size cooler, freezer or combination in any shape from standard sections. Add sections to increase size as your requirements grow. Easy to disassemble for relocation.

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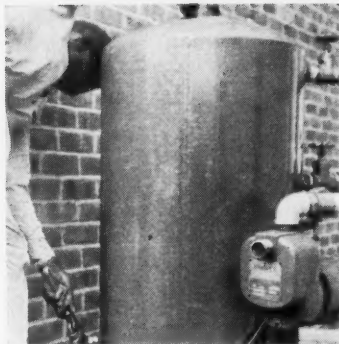
**Würzburger
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Original Beer Imp. & Dist. Co. Inc., New York 36, N. Y.



3. All removable fittings are detached and stored. Here service man removes fill-spout, and will grease threads.



4. Filter is drained from bottom drain plug or by pumping out water via the filter pump. Multiport valve, pump and motor should be removed and stored indoors to prevent freeze damage.



5. Repair cracks and holes to minimize spring repair load. Service man cuts out crack to permit better bond for repair.

the daily flip of the calendar pages with even greater apprehension for the day when the last hardy swimmer has refused to brave the change of climate and leaves have started to choke the strainer.

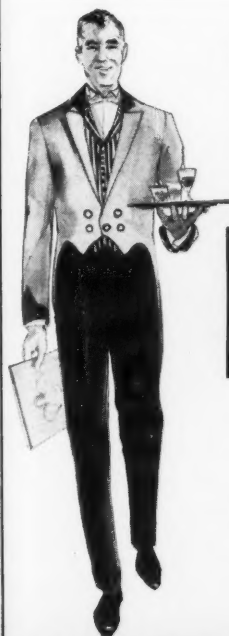
A program of protection will spare the pool manager many future headaches, provided the pool has been built to standards that have proved durable through the years. Variations in temperature through the off-season months will affect not only the pool itself, but also the ground conditions under

and around the pool. In warmer weather the ground retains water which may freeze when cold weather arrives. During this freezing, a tremendous amount of pressure is created, which results in stresses against the sides and bottom of the pool. This is the primary cause of structural pool damage and can be counteracted in either of the following ways:

A layer of salt hay, tar paper and planks can be laid in the empty pool over the winter as insulation to protect against ground frost. The insula-



6. Line perimeter with logs or planks to absorb freeze-thaw pressures in the pool and to help prevent damage from floating ice.



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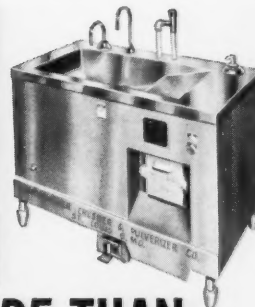
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tion should be extended around the pool apron to cover all concrete areas.

A preferred method, more generally accepted as a result of recent studies, indicates that the pool can be permitted to remain full of water. In this way pressure from within the pool acts to counteract pressures from expansion

outside the pool. In order to minimize damage to the walls from movement of ice, some pool managers have found it advisable to line the walls with wooden logs. In colder climates, where pools serve double duty as skating rinks, these log liners act as kick-plates to prevent skaters from damaging the walls of the pool.

Experience has indicated that both methods will serve to protect the pool but, if it is emptied for the winter, it never should be permitted to weather the changes of season without the protective layer of insulation described above. An empty pool, without such protection, is at the mercy of freeze and thaw conditions which will make damage almost a certainty. Even with this protection, where pool walls are exposed, damage is likely.

Most of the buckling or "warping" which develops in pools results from external pressures which are too great for the pool built without the structural reinforcement of steel rods in poured concrete walls. For this reason, if there is any question about the structural quality of the pool, it is best to leave the pool full, so that the water in the pool can help maintain a more uniform temperature and can provide counter-acting pressures.

If any structural defects have developed in the coping, deck or other

exposed areas of the pool, make repairs before winter weather arrives. Neglecting minor repairs at this time can result in a need for major repairs in the spring. Rain and melting snow will find its way into cracks and holes and the resulting freeze and thaw cycles during the winter will magnify the damage.

Another chore that will save additional hours of spring cleaning is one our own service crew never neglects. Just before the final filter backwash, we add an extra dose of Super-Floc to the filter and run it through the last full 24-hour cycle. This product usually is added to the standard sand and gravel filter to provide an extra-fine filtering screen. However, a supercharged dose will come through to deposit an invisible filter film on the floor and walls of the pool. When spring cleaning time comes around, the film washes off easily. It prevents leaves and algae from depositing stubborn stains on the concrete.

Of equal importance to protection of the structural part of the pool is the protection of the mechanical units. The filter, automatic skimmer, pipes, valves, motors, deck equipment and lights all need attention before the pool manager can consider the pool ready for the winter. First step is an often overlooked chore that will help the filter

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retain its ability to work efficiently for years. The filter must have a final backwash until there is no sludge, dirt, grease or hair remaining to congeal and solidify over the winter.

Our service men use a chemical additive called Nusan in the filter-strainer before backwashing. This compound quickly strips the grease coating from the particles of sand, or from the septum of diatomaceous filters, to leave the filter in good-as-new condition. We have used this product to renew the efficiency of badly neglected filters. Before any filter is declared hopeless, and an expensive recharge recommended, we always try such a backwash. After the backwash procedure, the filter and pump should be drained, and the pump and motor stored indoors. If the filter is equipped with a multiport valve, this too should be removed and stored indoors for the winter to protect against freezing.

A few moments spent greasing all drain plugs and threaded fittings right after removing the units will save time and tempers in the spring.

If the pool is equipped with underwater lights, these should be disconnected, lowered and stored at the bottom of the pool where the water will provide enough insulation to prevent ice from cracking the glass. If the pool

is emptied for the winter, lights need not be moved.

All removable equipment including ladders, diving boards, skimmers, chlorinators and similar accessories should be disconnected and protected against freezing by storing indoors.

Final step in the winterizing program is the installation of the pool cover. Although various materials can be used for this purpose, a sturdy plastic mesh with strong reinforcing bands seems most satisfactory. This type of cover is porous enough to permit the passage of wind and water thus relieving the strain on the fabric that a more impervious material would cause. However, the material should be tight enough to prevent dirt and leaves from clogging the pool and, of course, should offer the additional security of being able to support the weight of a wandering or mischievous child. Such covers are a wise investment and may be installed quickly and easily with specially designed anchors.

A detailed check list covering the complete winterizing procedure is available free, on request, to any pool manager from Modern Swimming Pool Co., Inc., One Holland Avenue, White Plains, N. Y.

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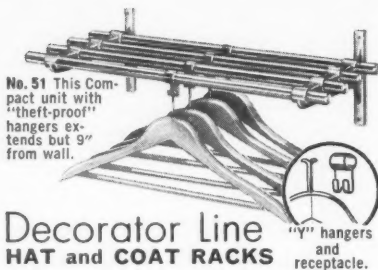


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Wine Pressings

(Continued from page 63)

Edel: Noble or remarkable quality.
Feine-Feinste: Fine or finest. An exceptionally good barrel.

Fass No. or Fuder No.: Barrel Number—.

Kellerabfullung or Kellerabzug: Bottled in the cellar of—.

Naturein or Naturwein: A natural, unsugared wine.

Original-Abfullung or Orig. Abfg.: Bottled by the grower.

Verband Deutscher, etc.; V.D.N.V.: German Natural Wine Auction Sellers, a guarantee of authenticity.

Wachstum: Again, growth, and when followed by the producer's name, indicates no added sugar.

Weingut: Vineyard property, but it does not indicate an estate or producer bottling.

Importers

Well-known and well-regarded German wines are imported into the United States by: Deinhard & Co., August Anheuser, H. Sichel & Sohne, J. Langenbach, Julius Kayser, Louis Gunthrum,

Hans Heinrich Havermeier; and selections of Frank Schoonmaker and Alexis Lichine.

But just as in buying insurance, for your money's worth and the protection of your club, it is best to read and understand the fine print on the label. No other wine labels are so helpful to the prospective purchaser than are the German ones, but conversely, nowhere else does one find the variations between products of the same vineyard in the same year. But the German government, with characteristic Teutonic precision, gives one and all fair warning—or rather, a promise of enjoyment that will be fulfilled.

While German wines may be relatively expensive, no other ones appeal so universally to neophyte and connoisseur alike. Sell some tomorrow!

Merchandising Programs

Seagram-Distillers Company, New York City, held its national meeting July 24-27 in Miami Beach, at which major new sales, advertising and merchandising programs were presented, according to an announcement by Herbert W. Evenson, executive vice president. Some 400 distributors and 100 Seagram executives attended the meeting.

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Imagination Gives Sparkle To European Food Service

By Leonard L. Pfaelzer
Pfaelzer Brothers
Chicago

ON my recent tour of Europe I found the food to be very good in all the countries and noted especially the pride with which most all the eating establishments are run.

In some instances, as in the case of some meats, where quality was lacking in the food, method of preparation made up for the deficiency. However, veal, lamb, chicken and fish were excellent, prepared with imagination and skill, and served in a pleasing and elegant manner.

Wines are served throughout Europe with luncheon and dinner. In fact water is not served unless one asks for it

because it is the custom to relax and enjoy a meal with one or more wines.

The price for a good vintage (1959 is excellent because of the splendid grape crop that year) is most reasonable; in fact, often a bottle is no more than a drink of Scotch whisky—\$1.50.

Most restaurants have wine stewards who present themselves only when the meal is being ordered to suggest the best wine for the customer's selected entree. Oddly enough, almost always the local vintage is suggested. It usually is excellent and the cheapest. In no way, do they try to force an expensive wine on anyone, which is good business, of course.

By our standard most European restaurants lack sufficient refrigeration. Two or three deliveries have to be made at different hours of the day by their suppliers. However, this does



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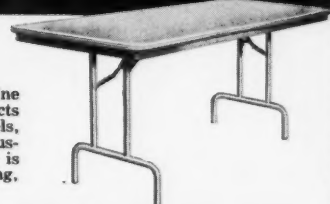
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EXPERIENCED CLUB MANAGER available for winter months: November through April. Will act as relief or any capacity. Excellent references available. Prefer a warm climate. PLEASE REPLY TO: L. J. Morton, Manager, Pine Ridge Golf Club, Winnipeg, Manitoba, Canada.

MAITRE d'HOTEL or HEAD WAITER requires situation. Age 45 years. English, married (no children), twenty years experience in club and commercial work both in Europe and the United States. Will be free September first. Can relocate anywhere. Excellent references. WRITE: Joseph Ramsey, 194 Oxford Street, Rochester 7, New York.

insure freshness of product.

Most European restaurateurs endeavor to have a special atmosphere, a distinctive blend of attractive surroundings and good food presented in a way that refreshes one not only physically but emotionally. Originally the word restaurant meant "that which restores;" the best restaurants endeavor to live up to this definition. They generally are presided over by the owners who are experts in the techniques of creating an inviting atmosphere and making service seem effortless. They are skilled in devising individual touches that make their dining rooms memorable places in which to dine frequently.

All in all, I would say we have as much to learn from our European friends as they have from us. The greatest general impression I gathered on this trip was their willingness to help, eagerness to serve and please, their fast, efficient, courteous service—all significant evidence of the special feeling and pride the European restaurateur has in his profession. ■ ■

New Plant Completed

Construction of a modern steel and concrete manufacturing building, finished with insulated porcelain-clad curtain wall panels, recently was completed by Bally Case and Cooler, Inc., Bally, Pa., manufacturers of refrigerated display cases and walk-in coolers and freezers.

The building is designed for manufacture of sealed multi-glass units used in the display cases and for a degreasing system for the steel frames of the cases.

September Good for Wine Sales

September is one of the best sales months for wine, according to a spot check made of states leading the nation in wine distribution.

Here is a cool summer drink to try on members: Pour half a glass (or more) of California appetizer, red or white wine over ice cubes in a tall glass. Add sparkling water to fill, stir slightly and serve. A fruit-flavored soda, such as lemon-lime mix, is good for this.

Other wine cooler recipes are available in a leaflet, "Recipes for Wine Drinks with California Wines," from the Wine Advisory Board, 717 Market St., San Francisco 3, Calif.

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True French Cuisine

(Continued from page 21)

whether it is to be the main item on a luncheon or served as a hot supplement on the buffet table. Here again, the secret is to follow the original recipe.

The omelet is our most popular item on the daily menu, with mushrooms, cheese, asparagus tips, tomato, bacon, etc. to give unlimited variety. It is not difficult to break the eggs, beat them slightly and pour the mixture into the hot (important!) skillet—but then comes the necessity for real art to get the fluffy mixture to its savory best. The art is in a gentle "tour de main," lifting the liquid delicately with a fork until it has a foamy consistency and then folding it onto the plate.

And what is French cookery without wine?

Whether it is port, Madeira or Burgundy the addition of wine to chicken or beef gives a subtle flavor that makes it special. A favorite here is breast of chicken sauteed until golden brown and simmered in a sauce made of wine, chicken broth and mushrooms. For special events broiled rib-eye steak, served with the reduced Burgundy wine, butter and shallots, has proved popular. A weekly demand is Swiss steak cooked with red wine.

I give special attention to vegetables and use a few of the less familiar ones. We prepare artichoke bottoms in our kitchen (a good way to keep busy when there is a lull) to use hot, as a basis for substantial garnishes such as peas, mushrooms, tomatoes, etc., or chilled for various salads such as crab meat, shrimp, mixed vegetable. Not to be forgotten is the tender heart of celery and French endive (which comes from Belgium!) braised or au gratin.

I find that in America cheddars are used extensively as the basis for gratin, but I am a Swiss cheese advocate, using it in souffles, quiches, vegetables, and sauces over fish.

In the area of our club fish is somewhat limited to pike, trout or whitefish. Wine has been a great help in creating variety in the preparation of other kinds of fish and, of course, of lobster and shrimp. An increasing demand for fish at large parties shows "the education of taste."

Adding a surprise breaks the monotony for the regular patrons of our dining room. Traditional holidays in France have special foods associated with them and on special dates we often serve these to our members. On Shrove Tuesday baskets of beignets (crullers) are passed among our diners; crepes are served on the second of February; and the Yule Log, much as mince pie is in America, has become a popular holiday dessert.

We often serve fresh fruit, and during the season we make the French country-style tarts: as much fruit as possible is placed on the pie dough and sprinkled with powdered sugar after the pie comes out of the oven, or as is the case with strawberries, used fresh in cooked patti shell and glazed with red currant jelly.

The proof of the pudding, Americans say, is in the eating. So my satisfaction comes when members and their guests declare: "Delicieux." ■ ■

Sales Rise

The National Cash Register Co., has reported that sales for the first six months of this year totaled more than \$238 million, an all-time record for the first half of the year and a 16 per cent increase over the previous record established last year.



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NAMES IN THE NEWS

Franklin C. Sexton, Sr., 70, retired executive of the John Sexton & Co., Chicago, died July 14 in Chicago. He served Sexton for almost 50 years until his retirement in 1959, ending his career as vice president. Among survivors are four sons, Sherman J., T. Mackin, John P. and Franklin, Jr., all connected with the company.

Frank Sexton, Jr., has been appointed general branch manager of the Detroit branch of John Sexton & Co., Chicago, and **Ted J. Leon** has been named to a similar position in Dallas. Both assumed duties July 1.

Mr. Sexton formerly was manager of the buying department of the San Francisco branch and Mr. Leon was manager, sales manager and general manager of the Detroit chemical plant.

Robert B. Matthews, sales manager for Duke Manufacturing Co., of St. Louis, has announced the following territory changes: **William P. Blasco** now covers Kentucky, West Virginia, southern Indiana and southern and eastern Ohio; **Paul Corning** covers Missouri, Kansas, Nebraska and Iowa; and **Charles G. Payne** now covers Texas, Oklahoma, Arkansas and Louisiana as a manufacturer's agent.

William G. Smith has been appointed assistant sales manager for the carbon-

ated beverage division of Canada Dry Corp., New York. Mr. Smith joined Canada Dry in 1946 as a field representative. For the past four years he has been division operations manager at Atlanta.

William E. Palmer has been named manager of institutional sales for the Campbell Sales Co., succeeding the late S. William Cobourn. Mr. Palmer, who joined Campbell in 1945 as a retail salesman in Detroit, moves up to his new post from that of assistant to general sales manager and is being succeeded in that position by **Robert S. Brenner**, a Cleveland district manager.

Jack Musick recently was elected president of Hiram Walker, Inc., Detroit, American marketing division of Hiram Walker-Gooderham & Worts Ltd., and **Ray Revit**, New York, was named executive vice president, according to a report from **Ross Corbit**, vice president in charge of sales and marketing of the international firm.

The company markets Canadian Club, Imperial, Eight-Year-Old Walker's Deluxe and Ten High bourbons, Hiram Walker's gin, vodka, cordials, cocktails and fruit-flavored brandies.

Thomas H. Gibson, national sales manager of the food service equipment division, Wear-Ever Aluminum, Inc., New Kensington, Pa., died July 23 after a four-month illness.

Mr. Gibson had been associated with the company for 35 years. He is survived by his wife, Virginia; two daughters; and one son.

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INDEX of advertisers

Allen Foods, Inc.75	Leroux & Company, Inc.78
(Agency: Ridgway-Hirsch Adv. Co.)	(Agency: Daniel & Charles, Inc.)
American Chair Company73	Liberty Import Corp.14
(Agency: Jacobson Advertising)	(Agency: Lee Mandell Company)
American Express Travel Service52	Marcus Ruben, Inc.71
(Agency: Benton & Bowles, Inc.)	(Agency: Bisberne Advertising Co.)
Angelica Uniform Company13	Meier's Wine Cellars67
(Agency: Edward F. Ruder Associates)	(Agency: Wm. Savage & Company)
Ask Mr. Foster Travel Service50	Midwest Folding Products Sales, Inc.75
(Agency: Needham & Grohmann, Inc.)	(Agency: Mohr & Eicoff, Inc.)
Autobar Systems Div., American Machine & Metals, Inc.16	Molitor, Inc.54
(Agency: Babcock, Romer, Carberry & Murray, Inc.)	(Agency: Galen E. Broyles Co., Inc.)
Bally Case & Cooler Co.70	Monroe Company, The14
(Agency: Beaumont, Heller & Sperling, Inc.)	(Agency: Lessing Adv. Co., Inc.)
Benco Party Favors68	Nackey Products63
Bingo King Co., Inc.68	National Hotel Exposition6, 7
(Agency: Curt Freiburger & Co.)	(Agency: Koehl, Landis and Landan, Inc.)
Blodgett Co., Inc., G. S.17	National Theatre Supply Co.10
(Agency: Croot & Brant, Inc.)	(Agency: Paul Smallen Adv., Inc.)
Bols, Inc., Erven Lucas73	O'Brien, Spotorno, Mitchell43
(Agency: Albert Woodley Company, Inc.)	(Agency: Lester A. Friedman)
Brown-Forman Distillers Corporation2	Olive Advisory Board35
(Agency: Edwin Wasey, Ruthrauff & Ryan, Inc.)	(Agency: J. Walter Thompson Co.)
Buffet Catering55	Oneida, Ltd.36
Canada Dry Corporation (Johnnie Walker)65	(Agency: Conklin, Labs & Bebee, Inc.)
(Agency: J. M. Mathes, Inc.)	Orchids of Hawaii, Ind.64
Card-Key Systems, Inc.72	(Agency: Kenneth A. Glaser, Inc.)
(Agency: Davis & Blackwell, Inc.)	Original Beer Importing & Distributing Co., Inc.70
Caterers Equipment Company79	(Agency: Booth, Michaels, Inc.)
Cheese of All Nations, Inc.74	Owens Illinois Glass Company (Libbey)9
(Agency: Robert Louis Johns Adv.)	(Agency: J. Walter Thompson Co.)
Cinemaraces47	Palmer-Oates Meat Co.46
(Agency: Kaufman-Subotnik, Inc.)	Polar Ware Company64
Claremont-Majestic Employment Service76	(Agency: Charles Meisner and Associates, Inc.)
(Agency: Equity Advertising Agency)	Rastetter & Sons Company, Louis60
Cleveland Range Co.59	(Agency: Bonsh, Inc.)
(Agency: David G. Wolaver Adv.)	Richards-Wilcox Manufacturing Co.61
Conway Import Company, Inc.79	(Agency: Connor Associates, Inc.)
Cramore Products, Inc.62	Schiffelin & Co.42
(Agency: Carpenter, Matthews & Stewart)	(Agency: Donahue & Coe, Inc.)
Dennis Company, Inc., Joseph K.40	Schlitz Brewing Company, Jos.4
Dennis Water Cress, Inc.74	(Agency: J. Walter Thompson Co.)
(Agency: The Homer Guck Co.)	Scotsman-Queen Products Div., King-Seeley Corp.33
Don & Company, Edward69	(Agency: Ross Roy-B.S.F. & D., Inc.)
(Agency: Leo P. Bott, Jr., Advertising)	Sedgwick Machine Works56
Dow Jones News Service12	(Agency: The House of Twiss, Inc.)
(Agency: Martin K. Speckter Associates, Inc.)	Sexton & Company, John37
Duke Manufacturing Co.31	(Agency: Roche, Rickard & Cleary, Inc.)
(Agency: Edward F. Ruder Assoc., Inc.)	Shenango China Incorporated15
Dupont de Nemours & Co.11	(Agency: Ketchum, MacLeod & Groce, Inc.)
(Agency: Batten, Barton, Durstine & Osborn, Inc.)	Solarine Company, The18
Fee Bros.72	(Agency: Cahn-Avis Co.)
(Agency: Wilkinson Advertising)	Southern Equipment Co., Inc.58
Fields Orchestra, Shep78	(Agency: Flavin Advertising Agency)
(Agency: Artists Corp. of Texas)	Southern Farms56
Geerpres Wringer, Inc.16	(Agency: William E. Sheppard)
(Agency: Denham & Company)	Sterling China Co.57
Great Western Producers, Inc.61	(Agency: Meek and Thomas Co., Inc.)
Greenebaum, Inc., M. H.42	Sterno, Inc.3
(Agency: Bruce Friedrich & Co.)	(Agency: Ted Bates & Co., Inc.)
Gruendler Crusher & Pulverizer Co.71	Stitzel-Weller Distillery, Inc.82
(Agency: B. J. Teach and Associates)	(Agency: Winus-Brandon Company)
Harding Market Co., John P.48	Straubel Paper Company70
(Agency: Hagerty & Sullivan, Inc.)	(Agency: Jack C. Wemple Adv.)
Hardy & Co., Inc., James G.76	Taylor & Company, W. A.18
(Agency: Lester Harrison, Inc.)	(Agency: Charles W. Hoyt Co., Inc.)
Heyer, Inc.75	Tru-Bounce, Inc.79
(Agency: The Biddle Co.)	Tuborg Breweries, Ltd.51
Hillyard Chemical Company81	(Agency: Erwin, Wasey, Ruthrauff & Ryan, Inc.)
(Agency: Fardon Advertising, Inc.)	Van Munching & Co., Inc.77
Hotelmen's Employment Service68	Vinyl Plastics, Inc.49
Howe Folding Furniture, Inc.41	(Agency: Harold J. Siesel Company)
(Agency: Lawrence Peskin, Inc.)	Vita Food Products, Inc.53
Hunt-Wesson People29	(Agency: Charles W. Hoyt Co., Inc.)
(Agency: Young & Rubicam, Inc.)	Vogel-Peterson Company74
Jordan Co., Inc., B. H.66	(Agency: Ross Llewellyn, Inc.)
(Agency: J. J. Auerbach)	Wabash Employment Service76
Kraft Foods Company19, 20	Wakefield's Fisheries38, 39
(Agency: J. Walter Thompson Co.)	(Agency: Croot & Brant, Inc.)
Krueger Metal Products Co.67	Walker China Company44
(Agency: Jack C. Wemple Adv.)	(Agency: David G. Wolaver Adv.)
Legion Utensils Company66	Wear-Ever Aluminum, Inc.45
(Agency: Samuel L. Greenspan)	(Agency: Fuller & Smith & Ross, Inc.)
	Weldon, Williams & Lick, Inc.77
	Wesson People, see Hunt-Wesson People

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Located on an island in Sarasota Bay, Bird Key Yacht Club was completed in 1960. Above, the club's main entrance on the west side of the building. Below, a view of the club and its adjoining docking facilities.

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The club's dining room on the east side of the building overlooks the docking area. Bar area is to the left of pictured area. H. C. Lauritsen is manager of the club. At right, the cocktail hour at poolside.

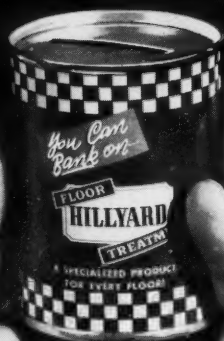
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